

Become an Emotions & Behaviour Coach

Subconscious Navigation, Emotional Regulation & Instinctive Response

IFTA Certified Emotions & Behaviour Coach Training Programme

Train to become an **IFTA Certified Emotions & Behaviour Coach** and learn how to help clients understand emotional carryover, behavioural patterns, subconscious interference and everyday decision-making. This programme develops the student from the foundations introduced in **Passport to the Subconscious** into a broader applied pathway based around **Subconscious Navigation, emotional regulation, instinctive response and behaviour change**.

Qualification	IFTA Certified Emotions & Behaviour Coach
Delivery	Online self-study course or one-to-one coached programme
Guided Course Time	20 hours
Workbook & Applied Study	40 hours
Total Learning Time	Approximately 60 hours
Assessment	Workbook tasks, reflective study, session planning and completion review

Build a practical coaching pathway around online learning, one-to-one support and a £100 per hour client model.

Who This Programme Is For

- Career changers who want a new direction in coaching, wellbeing, communication or personal development.
- Coaches, practitioners and mentors who want a broader emotional-regulation and behaviour-based framework.
- Business owners, managers and professionals who want people skills they can apply in real-world settings.
- People interested in confidence, stress, communication, decision-making, relationships and behaviour patterns.
- Students who want to progress from **Passport to the Subconscious** into a broader coaching identity.

How This Course Leads On

This pathway gives you a recognisable public-facing coaching title while staying connected to the wider For Daily Living system. It **leads on from Passport to the Subconscious**, which introduces Subconscious Navigation and emotional clearing, and moves into the more applied emotional and behavioural themes developed within the wider ecosystem.

- From emotional clearing to applied emotional regulation
- From awareness to practical behavioural change
- From internal reset to real-world communication and decision-making
- From personal insight to a client-facing coaching pathway

Course Hours, Study Time & Delivery

The course is designed as a structured certification route with guided teaching, workbook study, applied practice and professional integration.

Element	Hours	What it includes
Video / guided lessons	20	Core teaching, demonstrations, frameworks and session guidance.
Workbook & reading	18	Structured study, note taking, chapter review and reflective work.
Practice & session planning	14	Personal practice, mock sessions, written exercises and integration.
Assessment & review	8	Workbook submission, reflection and completion review.
Total learning time	60	Approximate total study time for certification.

Learning Outcomes

- Explain how emotional carryover can influence behaviour, perception and decision-making.
- Describe the role of Subconscious Navigation within a coaching framework.
- Recognise emotional triggers, behavioural loops and everyday interference patterns.
- Guide clients through practical emotional-regulation and behaviour-reset approaches.
- Create sessions around confidence, pressure, communication, overwhelm and life direction.
- Build a one-to-one or online coaching pathway with clear offers, pricing and progression.

Syllabus: Modules 1-6

Module	Study area
1	Foundations of the Emotions & Behaviour Coach role and the wider IFTA approach.
2	Emotional carryover, suppressed emotional weight and why behaviour repeats.
3	Subconscious Navigation as a practical system for emotional regulation and reset.
4	Behaviour patterns, reactions, internal interference and present-moment response.
5	Instinctive response, observation, awareness and the connection between emotion and behaviour.
6	Confidence, overwhelm and emotional pressure in everyday life.

Syllabus: Modules 7-12

Module	Study area
7	Communication, tone, emotional projection and relationship interaction.
8	Decision-making, work pressure, behavioural hesitation and performance.
9	Identity, self-worth, emotional steadiness and behaviour stabilisation.
10	Daily reset routines, emotional regulation practices and client support tools.
11	Creating coaching sessions, packages, programmes and client pathways.
12	Business building, ethical scope, assessment and certification completion.

Areas & Situations Covered

This pathway is broad enough to support many real-world coaching conversations while staying inside a clear coaching identity.

Core area	Examples of situations covered
Emotional carryover	Waking up irritable, carrying pressure from yesterday, feeling overloaded or mentally crowded.
Confidence & self-belief	Self-doubt, hesitation, holding back, underperforming and inconsistent confidence.
Work & performance	Stress at work, pressure, unclear thinking, decision fatigue, behavioural misfires and productivity blocks.
Relationships & communication	Overreaction, withdrawal, poor tone, tension, conflict, dating patterns and family friction.
Change & direction	Career change, feeling stuck, repeating the same patterns and wanting a new future path.
Daily regulation	Overwhelm, internal noise, behavioural loops, emotional clutter and the need for practical reset routines.

Why Instinct & Emotional Mechanics Work

The course teaches a simple principle: people often react from stored emotional weight before they respond from conscious choice. The aim is to help clients recognise that pattern, reduce interference and return to clearer behaviour.

- Emotions influence behaviour long before most people have language for what is happening.
- Suppressed emotional weight can carry into new situations and distort perception.
- Behaviour often repeats because the internal condition keeps repeating.
- Processing and regulation help reduce interference so that present-moment choice becomes easier.
- Instinctive response improves when emotional load is lower and awareness is clearer.
- People already have natural abilities such as breath, attention, imagery, awareness and pattern recognition; the course teaches how to work with them.

The goal is practical: cleaner decisions, steadier behaviour, improved communication, stronger confidence and better daily functioning.

Choose Your Route

This programme can be offered as a low-cost online entry route or as a higher-value one-to-one professional pathway.

Option	What the client receives	Price
Online Course	Self-paced training, recorded lessons, workbook tasks and certification pathway.	£49.99
One-to-One Coached Programme	10 x 60-minute sessions, guided support, feedback, accountability and completion review.	£1,000
Recommended Single Session Rate	One-to-one emotions and behaviour coaching session.	£100 per hour

Target Markets

- Career changers looking for a new professional route
- Business owners and professionals under pressure
- People working on confidence, communication and direction
- Coaches and practitioners wanting an additional emotional-regulation framework
- Individuals seeking practical support rather than generic mindset advice

Path to Finances: One-to-One Sessions

At a one-to-one rate of **£100 an hour**, the 21-client model creates a six-figure gross revenue pathway. Increased weekly hours can raise this further.

Weekly One-to-One Hours	Rate	Weeks per Year	Gross Annual Revenue
10	£100	48	£48,000
15	£100	48	£72,000
21	£100	48	£100,800
25	£100	48	£120,000
30	£100	48	£144,000
35	£100	48	£168,000
40	£100	48	£192,000

Core model: £100 x 21 clients x 48 weeks = £100,800 gross annual revenue

Additional Revenue Routes & Career Change Pathway

Revenue route	Example	Illustrative potential
10-session programme	4 new clients per month at £1,000	£48,000 gross per year
10-session programme	8 new clients per month at £1,000	£96,000 gross per year
Online course	Entry-level digital offer	Lead generation and scalable income
Workshops / webinars	Group teaching around emotion, behaviour and communication	Additional revenue stream
One-to-one + course mix	Use the course to attract clients into higher-value support	Layered business model

Programme Outcome

On completion, students will have a clear coaching identity, a structured IFTA certification pathway, a recognised field of application and a practical route to building an online or one-to-one service. They will understand how to coach around **emotions, behaviour, pressure, communication, direction and everyday functioning** while staying connected to the wider For Daily Living ecosystem.

Final Positioning	Become an Emotions & Behaviour Coach
Certification	IFTA Certified Emotions & Behaviour Coach
Online Course	£49.99
One-to-One Programme	£1,000
Recommended Session Rate	£100 per hour
Website	www.fordailyliving.com

Note: revenue examples show gross income illustrations based on session rates and weekly hours. Actual results depend on pricing, demand, marketing, attendance, retention and delivery.