

Having spent nearly \$10K for a coaching certification in the past, I would say that I feel I walked away with more value, greater knowledge, and feeling more equipped with practical tools studying YouMap, vs. my really expensive coaching certification.



Kamara Toffolo, Job Search Strategist, LinkedIn Top Voice

YouMap® Certification Overview

Content Goodness:

What is YouMap®? (A logical question! You’ve never seen a framework that’s this comprehensive.)

Why the YouMap® Profile? (You’ll facepalm for wondering this, later. But we get why you need to ask.)

Why YouMap® Certification? (What Kamara said **and more!**)

Who is YouMap® For? (**NOT** for grinchies who don’t want to change lives.)

What’s Included in Certification? (We give you the goods!)

Boring Policy Details (Important, but also... ‘Zzzzzzz.’)

What is YouMap®?

An award-winning (2020 Career Innovation Award, Career Directors International), holistic assessment profile and framework that is a foundation of self-awareness for endless personal and professional uses. The framework is based on **four key pillars**:

Strengths - Your “How”

Values - Your “Why”

Skills - The “What”

Personality - The “Who”

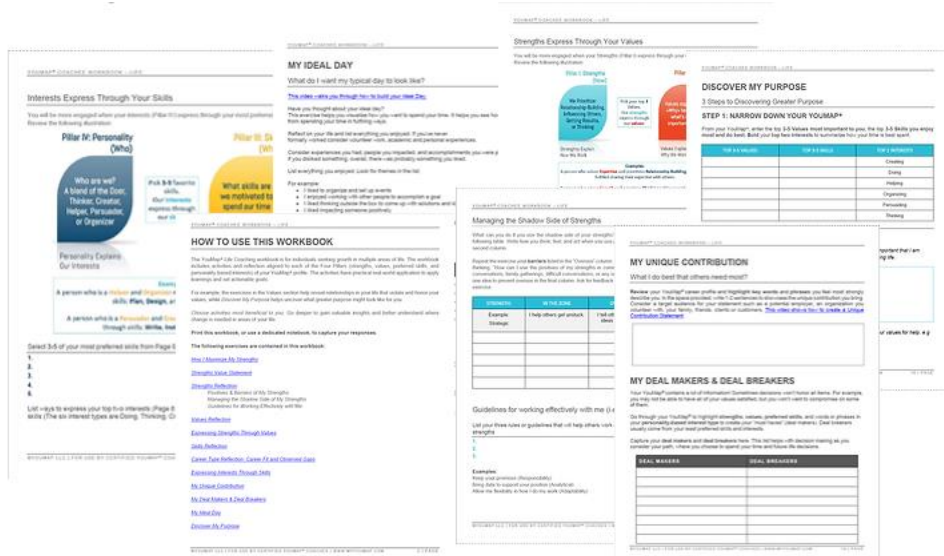


Why the YouMap® Profile?

The intuitive YouMap® profile radically reduces the time it takes coaches, consultants, HR professionals, recruiters and leaders to get to know clients or employees, revealing patterns and explanations that lead to the insights people need to reach their career or personal life goals.

Not everyone who uses YouMap® is a coach. Recruiters use YouMap® to give candidates an edge over the competition. School Counselors use YouMap® to help graduates gain an edge in their college applications and internships. Branding specialists and resume writers use YouMap® to zero in on a person’s key differentiators. Leaders use YouMap® for succession planning, mentoring, and selection.

The assessment includes a comprehensive YouMap® Profile Guide loaded with practical and actionable exercises. *Entrepreneur, Job Seeker & Career Changer, Life Coaching, Corporate, Military Veteran* and *Student* workbooks are available.



YouMap® turns insight into action, guiding users to the "So what?" and "Now what?" – which people want and expect, yet most other assessments do not deliver.

Why YouMap® Certification?

While anyone may purchase YouMap® profiles at retail from the website to use with clients or employees, there are big advantages to becoming certified. Here are a few:

Wholesale Cost

YouMap® Certified professionals receive a 54% discount on YouMap® profiles, as well as many additional tools and resources at no additional charge.

Community Support & Tools

The YouMap® coach community is an active community with unparalleled support:

Monthly Mind Meld (3M) – a monthly virtual meeting to learn, share, and grow and discover what’s new and coming with YouMap®

Community of Practice – an active online forum to crowdsource ideas, gain insight from experienced YouMap® professionals, ask questions, and build community.

Monthly Meet & Greet – network with other YouMap® certified professionals.

Kristin Sherry, the YouMap® creator, is active in these vehicles of community to keep product iterations relevant to user needs. The community also often refers business to one another based on area of specialty.

Email Support – A dedicated email to support you during and after certification.

YouMap® Resource Website – Certification includes an online website packed with tools from workshop presentations, sales and marketing materials, communication templates, clients resources that enable you to offer additional services and sessions, and much more.

Client Impact

Victoria Volk, founder of *The Unleashed Heart LLC*, is a Certified Grief Recovery Method Specialist® who offers one-on-one and group grief coaching. She recently told us that “YouMap® was the missing piece in my practice.” Victoria’s most recent client shared that YouMap® was her favorite part of Victoria’s program. Victoria says, “It has been amazing to see my client’s confidence grow. She’s putting herself out there.”

Nicholle Chandler, Health & Wellness Coach says:

“I wanted to get something tangible in clients’ hands. Something that affirms who they are, even if they couldn’t see it at first. Many of my clients feel stuck and languishing, and this tool shows them what might be wrong AND a path forward.”

I wanted to get away from clients feeling confused and overwhelmed by what they are best at and how they work. Having a MAP of themselves has built their confidence and changed their belief about what they have to offer the world, AND created hopeful conversation toward a path forward.

I’m getting answers for clients that may have taken many sessions and lots of trial and error and getting away from “throwing spaghetti at the wall and hoping something sticks.”

These are the kinds of stories we often hear of client breakthroughs, aha moments, increased confidence, improved relationships, and clarity. Check out the YouMap LLC [Misunderstood](#) blog for actual stories of how YouMap® has helped people understand and be understood.

Who is YouMap® For?

This certification was developed to provide coaches, consultants, and leaders with a comprehensive framework to support clients, employees and students. Certified Practitioners are using YouMap® as a foundation for a larger program, or as a standalone program. Following are some examples of how professionals are using YouMap®:

- Leadership development
- Executive coaching
- Life coaching
- Group coaching, team building, and workshops
- Career management, associate development, and mentoring
- Student coaching
- Job seeker, career discovery, and career transition coaching
- Job placement and workforce development programs
- Hiring and staffing
- Personal branding and communication coaching
- Niche specializations such as divorce and grief, relationship and marriage, health and wellness, confidence and success coaching

The Four Pillars of YouMap® are a foundation for coaching and consulting of any kind because they are a starting point for understanding self and others.

YouMap® is flexible and allows users to incorporate the framework with existing programs such as Career Management, Leadership Development, Onboarding, Offboarding, Career Management, Vocational Rehab, Executive Coaching, Succession Planning, Team Building, etc., or you use can the program as a stand-alone offering. It is a program in a box.

Program Overview

Certification is offered in both 8 weekly sessions and a 4-week format (twice weekly, two hours per session) for a total of 16 hours of virtual interactive classroom instruction. As a participant, you proceed through the YouMap® process, experiencing it as both a coach and coachee. All assessments and exercises are included in the cost of the program.

One participant shared the following comment in the post-certification survey:

“Loved the interaction & role playing within the training. Blown away by the level of information provided to us on the drive after as well. Developing structures, determining logos to use, etc can be SO time consuming, & I so appreciate all of that being so openly shared rather than everyone creating our own wheels. So appreciate having so many videos for references & information to be shared all around. Really appreciate all of Mimi's guidance & support as well. I felt & continue to feel so supported through all of this.”

Additional Program Details:

- Overview of ethics with use of YouMap®
- Review the YouMap® framework and its many applications.
- Gain deeper understanding of the Four Pillars of Fit™: strengths, values, motivating skills, and personality-based interests.
- In-depth strengths training including domains of strengths, practice debriefs with peers, a strengths case study discussion, how to prepare for and conduct strength debriefs.
- Training on YouMap LLC's proprietary driver/passenger/fuel exercise to help clients discover driving and supporting strengths and reveal their “strength blends” or “strength personas.”
- Interactive discussions and practice debriefing values, introduction to “reciprocal values” and discuss practical application of the values pillar and how clients should express their strengths through their values.
- Practice debriefing motivated skills and discuss practical application. How to identify skill under-utilization versus burn out.
- Introduction to the Six Interest Types, understanding how people's personalities shape their interests and guiding clients to express their interests through their top motivating skills.
- How to help clients create unique contribution statements (value proposition).
- How to help clients create “deal maker”/“deal breaker” criteria and define an Ideal Day for career or life choices.
- Overview of how to complete the Networking Sheet and its many applications – a valuable resource for people during career changes, with employment gaps, applying for board positions and many other uses.
- Overview of customized workbooks for military, corporate/organization/non-profit, entrepreneur, student, job seeker/career changer, and life coach clients packed with numerous practical, actionable exercises such as:
 - How I Maximize My Strengths
 - Strengths Value Statement
 - Positives & Barriers of My Strengths
 - Managing the Shadow Side of My Strengths
 - Guidelines for Working Effectively with Me
 - Values Reflection
 - Expressing Strengths Through Values
 - Skills Reflection
 - Interest Type Reflection
 - Expressing Interests Through Skills
 - My Unique Contribution
 - My Deal Makers & Deal Breakers
 - My Ideal Day

- Discover My Purpose
- Training on the YouMap® Coach and Client portals to send assessments and generate client reports.
- How to help clients make decisions based on YouMap® insights (providing clients with the “So what?” and “Now what?”)
- And more...

YouMap® Certification Includes:

- **YouMap® Assessment:** Discover your own strengths, values, preferred skills, and personality-based motivations and interests. If you’ve already completed a YouMap® profile, you can gift the assessment to a client, or someone else.
- Your **personalized YouMap® report**.
- Comprehensive **YouMap® Facilitator Guide** detailing the step-by-step YouMap® process.
- **Signed paperback copy** of Kristin Sherry’s book *YouMap: Find Yourself. Blaze Your Path. Show the World!*
- Six digital **YouMap® Profile Guides** and **Reflection Workbook** to provide to clients/employees/students.
- Professional **PowerPoint presentation** to guide a coachee through a strengths debrief.
- Coach **portal website access** to generate and manage client YouMap® profiles.
- Online YouMap® Materials website with a trove of coach and client resources, including marketing materials and videos, proposal templates, workshop presentations to conduct YouMap® workshops, sell sheets and more.
- Invitation to the no-cost **monthly YouMap® Monthly Mind Meld (3M) community call** to stay in the know.
- Invitation to the **YouMap® Community of Practice** Facebook Group – an active community to exchange ideas and information, referrals and obtain support from other YouMap® certified professionals.
- **YouMap® graphics** for social media marketing (optional, not required to use).
- **YouMap® Certified Coach logo** to display on your website and marketing materials.
- **YouMap® Certified Coach** printable digital certificate.

YouMap® Certification Pricing and Payment Options

- **Pay in full = \$3,499**
- **Full price payment plan = Four (4) payments of \$924.75 = \$3,699** [includes a \$50 administrative fee, per payment]
- **Early bird registration paid in full (\$500 off) = \$2,999**
- **Early bird payment plan = Four (4) payments of \$799.75 = \$3,199** [includes \$50 administrative fee, per payment]

YouMap® Certification Program Policies

Refund Policy

If you need to cancel for any reason, we will issue a refund if cancellation is made at least 7 calendar days prior to the first day of class, minus a \$125 fee (our payment gateway meanie doesn’t return their fee for customer refunds).

We will issue a 50% refund if cancellation is made within 3 business days prior to the start of the first class.

If you have already started the program and need to withdraw at any time, we cannot issue a refund, but will work with you to secure a seat in another class to help you achieve program completion.

Payment Plan

When paying on an installment plan (by credit card or PayPal), if an installment is missed (credit card declined, payment not received on schedule), YouMap LLC will add an additional \$25 charge per missed or declined payment. Programs are

four (4) installments billed every 30 days. You will receive your certification seal and printable certificate of completion upon completion of your payment plan.

Attendance

Attendance is crucial. We also recognize that occasional scheduling conflicts or personal emergencies may arise. You are able to miss two classes.

Recording of Class

Calls with absent participants will be recorded and held for a limited time for playback for participants who missed the class. If you miss a live class, you are required to watch the video and email the facilitator 2-3 key points of learning you gleaned from the class.

Please be advised that YouMap LLC is under no obligation to provide recordings and participants are not entitled to any compensation in the event of recording technology glitches. Should you miss a call and the recording for that call is not available (rare, but a technical possibility) you are responsible for contacting another participant to understand the material covered.

Note to International Students

An additional charge applies for shipping the YouMap book to countries outside of the United States, not to exceed \$50.

Copyrighted Material

Participants receive access to download materials at the beginning of the program. We require adherence to copyright law by not reproducing or modifying YouMap® profiles or YouMap® Profile Guides. A companion YouMap® Reflection Workbook for your clients is available that you can modify by adding your logo, instructions, etc. Apart from the YouMap® Profile and Guides, all other materials provided in the toolkit can be modified or updated.

By registering you agree to the above Program Policies

Are you ready to:

- ✓ Help others experience greater fulfillment in their personal lives, relationships, or careers by leading individuals or groups through practical learning centered around what they do best?
- ✓ Equip anyone at any stage of life to make better career and life decisions?
- ✓ Equip people to better advocate for what they need and better understand the needs of others?
- ✓ Receive a marketable, actionable, clear and tangible framework to offer clients?
- ✓ Practice what you preach by receiving your own YouMap® to understand your value, approach to your work, and the kinds of clients, services, and work activities you should focus on – or avoid like the plague)?

If you said yes, you're ready to get YouMap® Certified!

[Register here](#)

