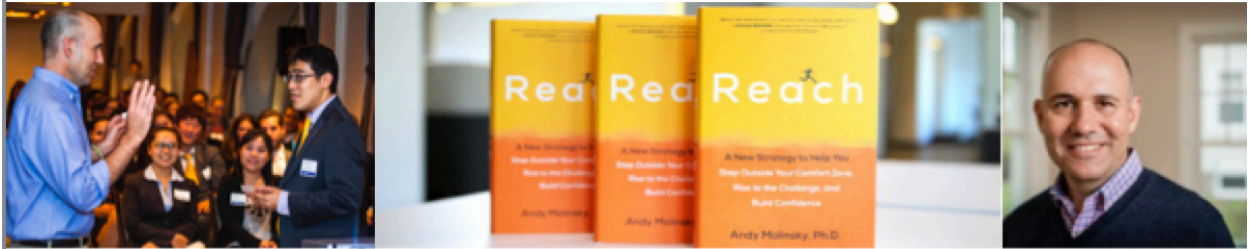


Call for Applications: **REACH** Method Certification



Are you an experienced professional coach interested in developing expertise in helping individuals, groups and organizations become unstuck and step outside their comfort zones? If so, you're invited to apply to become a certified practitioner of Professor Andy Molinsky's Reach Method coaching program.

What is the Reach Method?

The Reach Method is a leadership and personal development program developed by [Prof Andy Molinsky](#) and based on his award-winning books *Global Dexterity* and [Reach](#). The Reach Method helps individuals and groups become unstuck and reach their potential by learning to diagnose and successfully overcome their psychological roadblocks in an easy-to-use method customized to the particular needs of an individual, group or organization.

Who is Professor Andy Molinsky?

Here are a few details:

- Ph.D. in Organizational Behavior from Harvard Business School
- M.A. in Psychology from Harvard University
- Tenured Professor of Organizational Behavior and International Management
- 20 years teaching and developing courses
- Marshall Goldsmith Top 50 World Leader in Coaching
- Author of *Reach* and *Global Dexterity*
- Columnist for *Forbes* and frequent contributor at *Harvard Business Review* (more than 50 articles)
- Consultant & speaker across diverse industries and market sectors
- More at: <http://www.andymolinsky.com>

Is the Reach Method based on research?

Yes. Andy has conducted numerous academic studies published in some of the top peer-reviewed academic journals in management and psychology (such as: the *Academy of Management Journal*, the *Academy of Management Review*, and *Organizational Behavior and Decision Making Processes*). He also has written the popular business book *Reach* based on this research with Penguin Random House, and has conducted more than 50 additional interviews with managers, executives, and employees from a wide range of different professional backgrounds about the challenges they face in stepping outside their comfort zones and how to overcome these challenges.

What topics does the Reach Method cover?

The Reach Method program provides an easy-to-use, powerful, research-based framework to help people step outside their personal comfort zone. There are three key parts of the framework: (1) Understanding the psychological roadblocks that often keep people from stepping outside their comfort zones; (2) Diagnosing the avoidance tactics people use to avoid these challenging situations in the first place; and (3) Learning to develop and use three key tools to build the courage, skill and confidence to step outside one's comfort zone successfully. Andy describes these tools as the 3 C's: conviction, customization and clarity. During the certification program, you'll learn about all these tools and frameworks and how to successfully apply them to yourself and to the clients you work with.

How long does certification take?

We have worked hard to create a process of certification that has the necessary depth to provide you with a mastery of the Reach Method and also enable you to have actual practice with a test client. There are three phases of certification:

(1) Mastery of the Reach Method material: which includes reading the book *Reach*, immersing yourself in some of the coaching and training materials that you will ultimately have access to, and writing a reflection about what you have learned.

(2) Applying the Reach Method to yourself: Here you will choose a situation outside your own comfort zone and apply the tools and what you have learned in the first phase to your particular situation. You will also complete a written reflection exercise for this portion of the certification.

(3) Working with a test client: You will find a test client – perhaps at a company you may be interested in cultivating as a paid client in the future – and work on a particular

Reach Method challenge with them, in the same way you would manage an actual Reach Method engagement. You will record a debriefing conversation with your test client at the end of the engagement for feedback from our certification team.

The entire process will unfold over 2-3 months, with a number of scheduled Zoom video calls with members of the Reach Method leadership and certification team. The exact timing of the certification will depend on you as well, and how quickly and thoroughly you are able to do the various assigned exercises. Ideally, for example, you will read (or listen to) the book Reach (a required part of the course) ahead of time, and also start thinking about the personal challenge you want to undertake for the course, as well as a potential test client to work with.

What are the benefits of being certified as a Reach Method practitioner?

- Expertise in a powerful, proven method of personal change and development
- Access to a highly engaged and collegial community of practitioners from around the world
- Direct access to Professor Andy Molinsky, himself, who will be part of the certification program
- Access to a private Slack channel, once certified, for all certified coaches
- Exclusive opportunity to access Andy's Reach Method Digital Platform, which is not part of the Reach Method certification program, but which is a cutting-edge digital platform of on demand video lessons about Reach and many key professional comfort zone situations. You will learn more about this opportunity during the certification process.

How much does it cost to be certified?

The current fee for certification is \$1750 USD/1575 Euros, which is a one-time fee for certification.

How can I learn more about Reach and the Reach Method?

- You can read (or listen to) the book Reach (available at [Amazon](#) or wherever books are sold online).
- You can read [this Duke University Corporate Education profile](#) on the Reach Method.
- You can listen to one of Andy's Harvard Business Review podcast appearances where he discusses Reach:
 - [HBR's IdeaCast](#)
 - [HBR's Dear HBR Podcast](#)

Interested in applying for a spot in the next certification cohort?

Please answer the following questions and email your answers directly to Andy at personalchangesystems@gmail.com by **March 15, 2020**. Certification will start early April and will continue until mid-June.

1. Please describe your current coaching or training practice.
2. Explain how you could imagine the Reach Method fitting into this practice?
3. Tell us what other certifications do you possess?
4. Please provide links to your website and LinkedIn profiles.
5. How did you hear about this program?
6. Any questions for us?

For any questions about the Reach Method or certification, contact a member of the leadership team:

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