

MAY 2024

SPECIAL ISSUE

ISSUE #3

QUARTERLY DIETS



The Catalyst.

- Africa's Foremost Coaching Digest -

IT IS POSSIBLE
EGYPT

**JOIN THE ADVENTURE; EXPERIENCE THE
CATALYST' GLOBAL ODYSSEY
OF EMPOWERMENT; GET EQUIPPED**

**Ghana | Uganda | Zambia | Glasgow
Kenya | Kigali | Zurich | Egypt | London**



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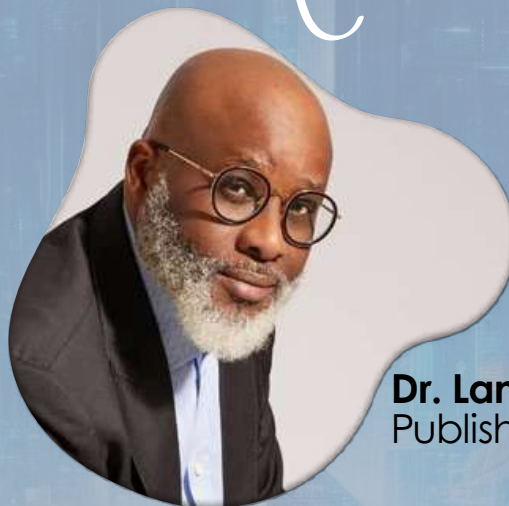
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From the Editor

From Accra to Zurich; From Cairo to Mauritius: **EMBRACING THE POSSIBLE**

Welcome to the third edition of The Catalyst, Africa's foremost coaching digest. This special edition is dedicated to the remarkable journey and transformative power of the "It Is Possible" (IIP) program, spearheaded by the visionary Dr. Lanre Olusola, Africa's leading Integrative Life Coach. We use the IIP, Egypt experience to dive into the inspiring narratives of an ongoing adventure that has taken the IIP team to locations in nine countries, —Ghana, Uganda, Zambia, Glasgow, Zurich, London, Kenya, Kigali, and Egypt, let us join in celebrating the universal truth that indeed, anything is possible.

Exploring Transformative Themes Across Continents

The "It Is Possible" program is more than a coaching initiative; it's a movement fostering profound personal and professional growth. Each installment, whether in the vibrant heart of Accra or the historic expanses of Cairo, has centred on key themes that resonate universally. Participants have developed a wealth mindset, embracing physical and emotional well-being, unlocking their full potential with "Be All You Can Be," and uncovering "The 50 Secrets of the World's Richest People." These themes have been the foundation of the program and the catalyst for profound mind transformation.

Mind Transformations: Voices from the Journey

Our pages are enriched with the heartfelt testimonials of participants whose lives have been irrevocably changed. From a participant in Lusaka who sees limitless possibilities, to a professional in the UK who has reclaimed emotional balance and well-being, each story is a testament to the program's impact. These narratives echo a common sentiment: the power of a transformed mind is limitless. Each participant's journey underscores the program's success in turning the improbable into reality.

The Global Impact of Dr. Lanre Olusola and His Team

Dr. Lanre Olusola's approach, characterized by rigorous academic insight and compassionate guidance, has been pivotal in this global success. Alongside his international team of dedicated coaches, Dr. Olusola has created an environment where learning and growth are not just encouraged but inevitable. His ability to adapt his teachings to diverse cultural contexts while maintaining core principles is a testament to his expertise and commitment to global transformation. In this special edition, readers are blessed with dozens of integrative coaching tools, guaranteed to bless coaching practitioners.

A Call to Embrace the Possible

As we reflect on the journeys from Accra to Cairo, we invite you to embrace the possibility within your own life. Whether you are an aspiring coach, an experienced practitioner, or someone seeking informed and transformative insights, this edition offers a wealth of knowledge and inspiration. The "It Is Possible" program is not just an event; it is a call to action, a reminder that within each of us lies the potential to achieve greatness.

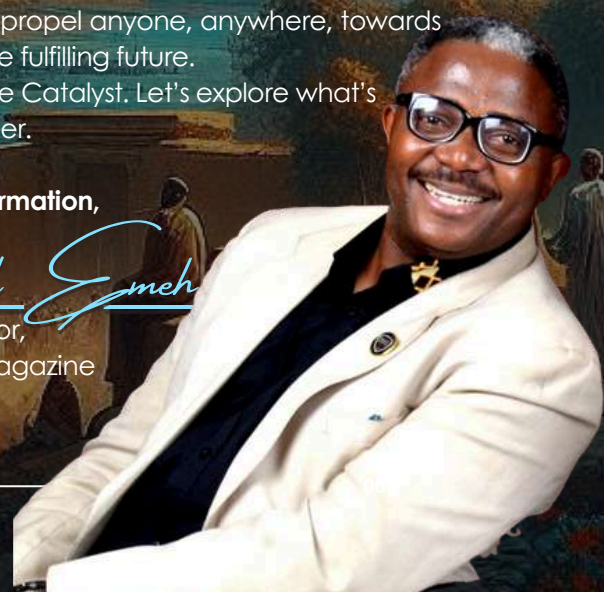
Join us in celebrating these stories, letting them inspire you to take the next step in your journey of transformation. The lessons learned and shared through this program are not confined to the locations they were taught in; they are universal truths that can propel anyone, anywhere, towards a brighter, more fulfilling future.

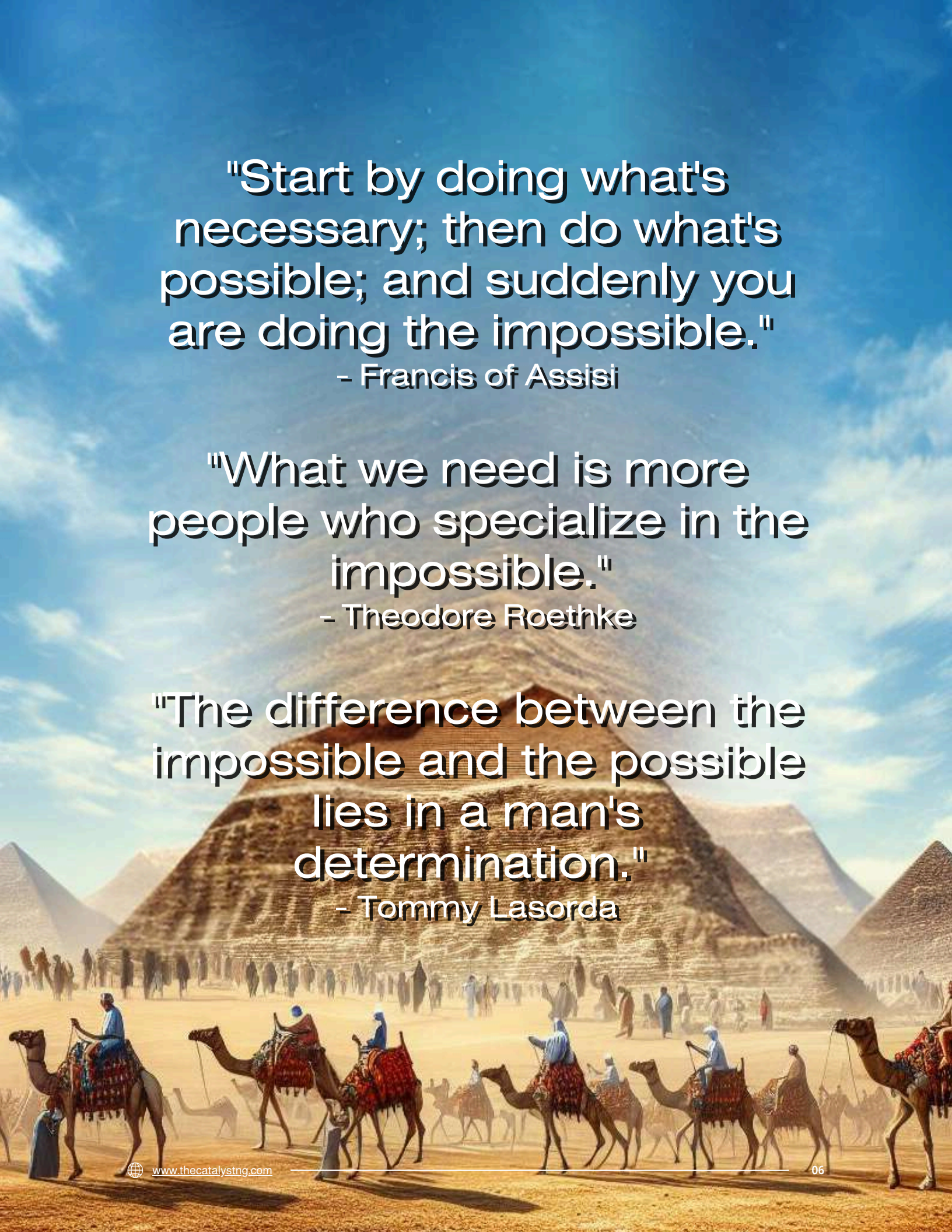
Welcome to The Catalyst. Let's explore what's possible together.

Yours in transformation,

Emmanuel Emeh

Managing Editor,
The Catalyst Magazine



The background of the entire image is a vibrant, artistic rendering of the Great Pyramids of Giza in Egypt. The pyramids are golden-brown and stand against a clear blue sky with wispy white clouds. In the foreground, a long caravan of camels is walking across the sandy desert. Each camel is adorned with colorful, patterned blankets in shades of red, orange, and blue. Riders on the camels are wearing traditional Middle Eastern attire, including head coverings and long robes. The scene is bathed in warm, golden light, suggesting either sunrise or sunset.

**"Start by doing what's
necessary; then do what's
possible; and suddenly you
are doing the impossible."**

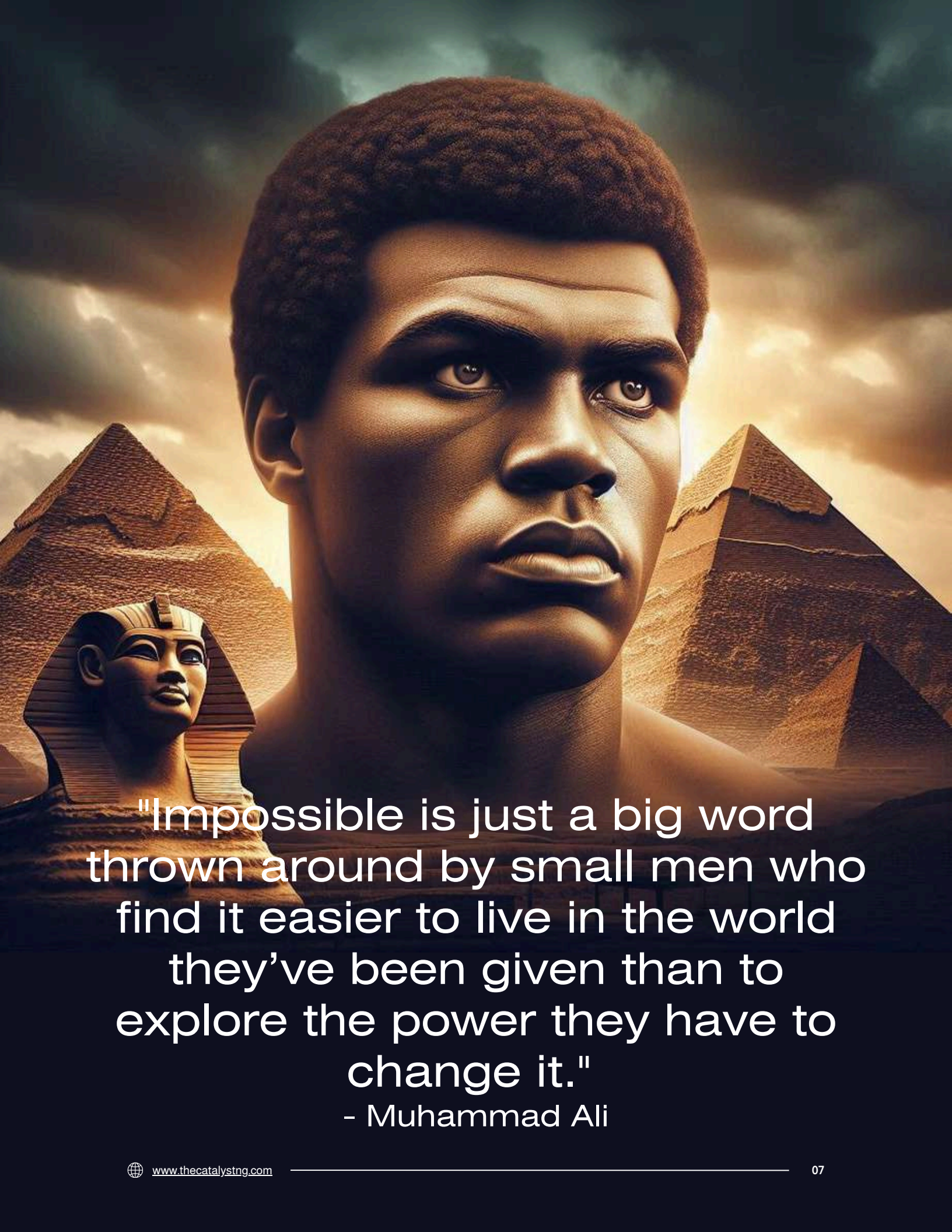
- Francis of Assisi

**"What we need is more
people who specialize in the
impossible."**

- Theodore Roethke

**"The difference between the
impossible and the possible
lies in a man's
determination."**

- Tommy Lasorda



"Impossible is just a big word
thrown around by small men who
find it easier to live in the world
they've been given than to
explore the power they have to
change it."

- Muhammad Ali

WHY IT IS POSSIBLE!

Dr. Lanre Olusola

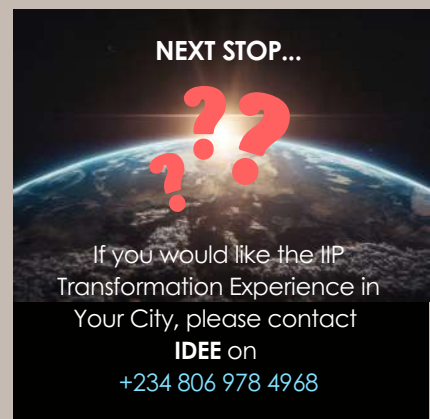
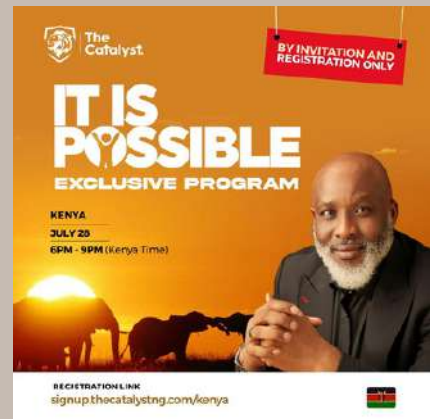
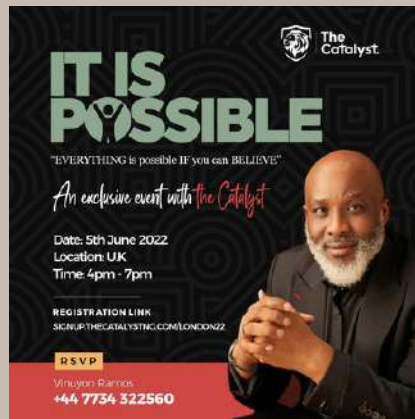
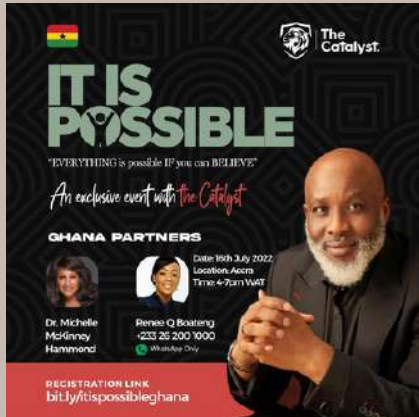
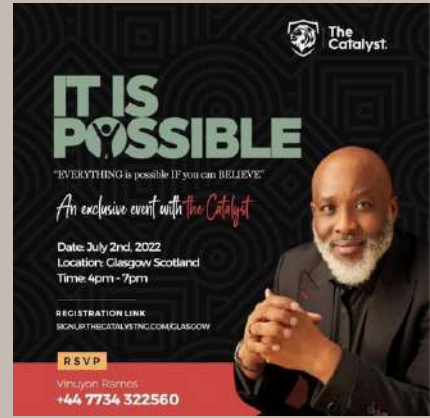
IT IS POSSIBLE (IIP) is a transformational event by The Catalyst, Dr. Lanre Olusola, dedicated to fostering a global awakening for Africans. The goal is to unlock both individual and collective potential, transforming minds and lives across the continent and beyond, empowering Africans to be all they can be.

This global odyssey offers highly exclusive masterclasses held in various locations worldwide, dedicated to helping participants identify and overcome barriers such as low self-esteem, negative beliefs, and disempowering emotions like fears, anxiety, phobias, and depression. These transformative masterclasses have been conducted in diverse locales including London, Glasgow, Ghana, Rwanda, Zambia, Uganda, Kenya, Zurich and Egypt, with plans underway for expansion to Mauritius and other global destinations.

Additionally, The Catalyst Integrative Coaching and Mentorship Programme (CICMP) run by Dr Lanre Olusola is an annual initiative designed to foster comprehensive transformational growth in the minds, careers, and lives of coaches.

Through mentorship, unlearning, learning, and relearning, CICMP promotes the professional practice of integrative coaching, enriching the lives of Africans and individuals of African descent while contributing positively to global advancement.

The Catalyst, Dr. Lanre Olusola





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- Time: 8 AM – 6 PM (Daily)

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Why should you design your life?

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- Elicit your failure and success models
- Increase your degree of personal discipline and focus
- Create bespoke affirmations, unique to you
- Re-discover yourself, renew your energy and passion to be all that you were created to be in 2024 and beyond

Program details

Date: 21st - 22nd June, 2024

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Time: 8am - 6pm daily

Investment: #241, 875

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DISRUPTION

NAVIGATING THE NEW WORLD OF WORK

3RD ANNUAL HR BREAKFAST DIALOGUE

Emmanuel Emeh



The 3rd Annual HR Breakfast Dialogue, held on March 22, 2024, was a captivating blend of insightful discourse, dynamic interactions, and professional networking. Compered by the charismatic StephRedd, the event brought together HR professionals from various sectors to explore contemporary issues, share experiences, and foster connections.

The day began with a warm welcome from the host as the atmosphere was charged with anticipation as attendees arrived, greeted by an ambiance that promised a day of engaging dialogue and learning. The event opened with the host's inspiring message, setting a tone of inclusivity and intellectual curiosity. Participants were encouraged to embrace the day's opportunities to learn, share, and grow, regardless of their career stage.

Keynote Fireside Chat

The event's momentum was elevated with a keynote fireside chat featuring the convener, Dr. Lanre Olusola, popularly known as The Catalyst, in conversation with Azeez Amida, the CEO of Pan African Towers. Both speakers were introduced with a detailed recount of their illustrious careers, highlighting their contributions to their respective fields.

Dr. Olusola, a pioneering figure in life coaching in Nigeria, shared profound insights drawn from his extensive experience in coaching and executive leadership. His dialogue with Azeez Amida, a seasoned professional with a diverse background across multiple industries, delved into themes of leadership, innovation, and the evolving landscape of HR. Amida's perspectives, especially his approach to understanding the opportunity cycle, resonated deeply with the audience.



Following the keynote, an icebreaker led by the compere encouraged attendees to engage on social media, fostering a sense of community and connectivity. The HR Dialogue session continued with a thought-provoking video that sparked the initial roundtable discussions. These discussions provided a platform for attendees to share their views and experiences, creating a rich tapestry of ideas and perspectives.

A second icebreaker session, "HR This or That," further energized the attendees. This interactive game highlighted key HR dilemmas, prompting participants to choose between various options, such as recruitment fairs versus online job postings and paid time off versus unlimited vacation days. This activity not only lightened the mood but also provided insights into prevailing trends and preferences within the HR community.

Reflective Remarks and Magazine Unveiling

Dr. Olusola returned to offer remarks on the earlier dialogue videos and the event's overarching theme. His reflections tied together the day's discussions, emphasizing the importance of focusing on personal and organizational growth.

A highlight of the event was the unveiling of the latest edition of "The Catalyst" magazine. The countdown video and subsequent reveal of the magazine cover were met with enthusiasm, marking a milestone for the publication.



The formal program concluded with closing remarks and a vote of thanks as attendees enjoyed refreshments, photos, and networking, providing a relaxed environment to forge new connections and solidify the day's learnings. The 3rd Annual HR Breakfast Dialogue was a resounding success, blending professional development with interactive engagement. The event not only highlighted the expertise of figures like Dr. Olusola and Azeez Amida but also fostered a sense of community among HR professionals. Participants left with new insights, meaningful connections, and a renewed sense of purpose in their professional journeys.





"The only way to achieve the impossible is to believe it is possible."

- Charles Kingsleigh

"I am always doing that which I cannot do, in order that I may learn how to do it."

- Pablo Picasso

"To believe a thing impossible is to make it so."

- French Proverb

The Power of Integrative Coaching:

Embrace a Holistic Approach to Transformative Results

Emmanuel Emeh



In the ever-evolving field of coaching, one truth remains constant: no two clients are the same. Each individual brings unique experiences, challenges, and aspirations to the table. To address this diversity, it is imperative that coaches, whether seasoned veterans or newcomers, adopt an integrative coaching approach. This method blends different coaching models and incorporates various therapeutic techniques, promising more personalized and effective client outcomes.

The Essence of Integrative Coaching

Integrative coaching is the art of weaving together the best elements of multiple coaching frameworks and therapeutic methodologies. This approach allows coaches to tailor their strategies to meet each client's specific needs, rather than forcing clients into a one-size-fits-all model. By drawing on a wide range of tools and techniques, integrative coaches can offer more nuanced and effective support, ensuring that clients receive the guidance that is most relevant to their situations.

Expanding the Knowledge Base

One of the most significant benefits of integrative coaching is the vast expansion of the coach's knowledge base. Engaging with various coaching models and therapeutic approaches requires continuous learning and professional development. This ongoing education not only enriches the coach's repertoire of skills but also ensures they are equipped to handle a broader spectrum of client issues. By staying abreast of the latest developments in the field, integrative coaches are better prepared to deploy timely interventions that can make a profound difference in their clients' lives.

Enhancing Client Satisfaction

Integrative coaching drastically reduces the need for clients to seek multiple coaches for specialized situations. Instead, clients can rely on a single coach who possesses a comprehensive understanding of various techniques and approaches. This holistic perspective enables coaches to address a wider range of issues within the coaching relationship, fostering a deeper sense of trust and continuity. Clients benefit from a more streamlined and cohesive coaching experience, enhancing their overall satisfaction and likelihood of achieving their goals.

Combating Lazy Thinking

Adopting an integrative approach also challenges coaches to move beyond lazy thinking. The demand for continuous learning and adaptation encourages coaches to stay curious, explore new methodologies, and discover better techniques. This commitment to growth and innovation prevents complacency and promotes a culture of excellence within the coaching profession.

Addressing Misconceptions

Despite its many advantages, some critics argue that integrative coaching might produce coaches who are "Jack of all trades, master of none." However, this perspective misunderstands the true nature of integrative coaching. An integrative coach is akin to a General Practitioner (GP) in medicine. Just as a GP possesses a broad overview of various medical conditions and can make informed referrals to specialists when necessary, an integrative coach has a comprehensive understanding of different coaching situations and the tools to engage them effectively.

A broad knowledge base enables integrative coaches to offer more informed and relevant guidance, ultimately benefiting their clients.

The integrative coaching approach provides a potent and adaptable framework for assisting clients in reaching their objectives. By adopting this holistic method, coaches can broaden their expertise, deliver more tailored support, and increase client satisfaction.

After years of coaching practice and pursuing diverse courses to enhance my skills, I discovered the concept and application of integrative coaching at OLCA Coaching Limited. Rather than just being a "Jack of all trades," the integrative coaching approach helps cultivate a well-rounded professional capable of navigating the intricacies of contemporary coaching. As the coaching field progresses, I firmly believe that embracing an integrative approach will be essential to remain pertinent, impactful, and transformative in clients' lives.

For those aspiring to make a significant difference, it is time to embrace the integrative coaching model. It is time to merge, learn, and innovate, as within the coaching sphere, greatness can be achieved through integration.

Welcome to a realm of endless possibilities!



Emmanuel Emeh

is a Teacher, Integrative Life Coach, and an international Speaker/Executive Training instructor



COACHING TOOLKIT

& STARTER PACK

INTEGRATIVE COACHING TOOLS

In the ever-evolving field of coaching, having a robust toolkit is essential for fostering growth and achieving transformative results. This collection of **44 Coaching Tools** is designed to empower coaches across various domains—leadership, personal development, career advancement, health, and mindfulness. Each tool offers unique methodologies and strategies to enhance the coaching process, providing structured frameworks for setting goals, building resilience, enhancing communication, and fostering accountability. Whether you are guiding a client through a career transition, helping them develop new habits, or unlocking their leadership potential, these tools will serve as invaluable resources, driving meaningful and sustainable change. Please scroll to next page for tools.



Introducing

THE GOLD MODEL

THE CATALYST INTEGRATIVE COACHING SANDWICH FRAMEWORK

DR. LANRE OLUSOLA

As a Life, Mind Coach and Behavioral Change Catalyst, I've witnessed firsthand the profound impact that Integrating Coaching delivers for individuals and organizations, desperately in need of transformation in this New Volatile, Uncertain, Complex, Ambiguous, and Disruptive (VUCAD) post Covid-19 World.

Having developed a very powerful framework, that I call The GOLD Model (TGM), after approximately two decades of research, testing and application; I have found this Model very useful for Coaching in this post Covid-19 VUCAD era.

GOLD is an acronym that stands for **Goal, Options, Leverage** and **Direction**.

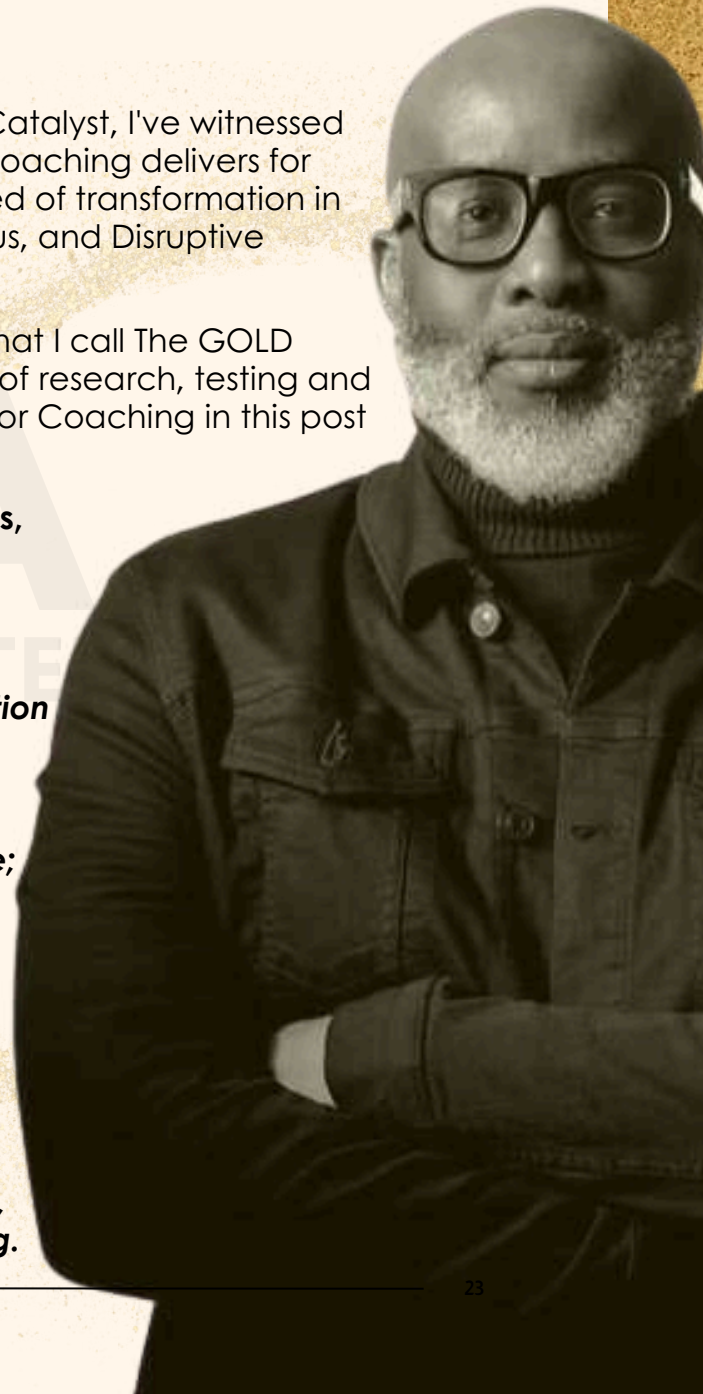
According to Oxford, Webster, Dictionary.com dictionaries;

Goal is defined as; *the object of a person's ambition or effort; an aim or desired result.*

Option is defined as; *the power or right to choose; choice made or available.*

Leverage is defined as; *the power to influence a person or situation; a force used (a quality or advantage applied) to obtain a desired effect or result:*

Direction is defined as; *a course along which someone or something moves; the management, guidance or movement of someone or something.*



The GOLD Model is a new dynamic, innovative and integrative approach to Coaching.

It is structured like a "sandwich" and has become a game changer for me, my clients and the hundreds of other coaches that I have trained and certified across Africa to use this framework.

The GOLD Model process begins with Coaching (symbolizing the top bread) then moves into Therapy and other complementary Interventions (symbolizing the meat patty, veggies, sauces etc.) and closes out with Coaching (symbolizing the bottom bread).

It rapidly transitions clients from a dysfunctional state to a new functional state and ultimately leaves them at the optimal and empowered state of their desire.

The G.O.L.D Model Framework follows these **4 Key STEPS**.

STEP 1: G of The GOLD Model:

GOAL:

To gain clarity, the Coach should first take the client through a visualization exercise, where client engages their subconscious mind, activates their imagination and experiences their Desires/Goals/Vision, in at least 3 out of the 5 Sensory Dimensions (Sight, Smell, Sound, Taste, Feeling) in Real Time (Just as though they were already living and manifesting the Desire, Goal or Vision).

The Visualization exercise is how a coach helps a client bring their, imagination, thought, emotion and conviction together and harmonize it to Create a very POWERFUL FEELING.

This POWERFUL FEELING is;

The ENERGY of Manifestation

The FORCE of Activation

The only COMMAND that the Universe receives and understands for the RELEASE of your TRUE DESIRE and SUPPLY.

Next step:

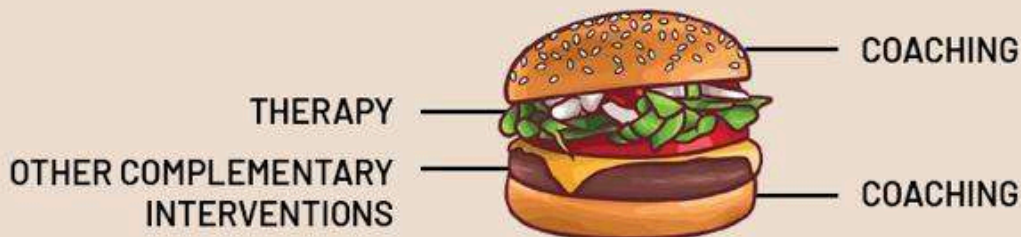
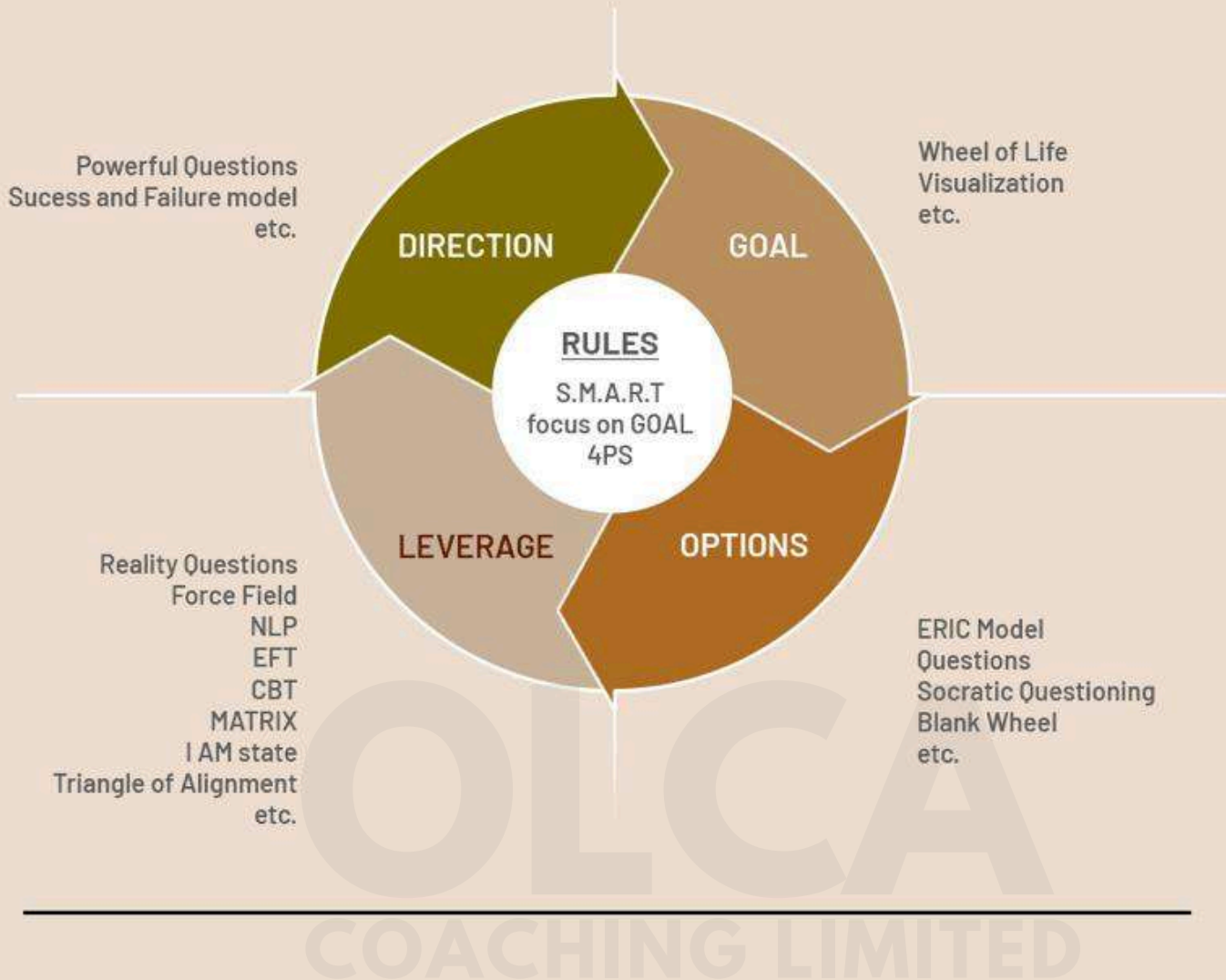
Secondly, the client must immediately articulate and write down this experience (Desire, Goal or Vision) using the S.M.A.R.T (Specific, Realizable, Achievable, Relevant and Time-bound) format.

This step ends with the Visualized S.M.A.R.T Desire, Goal or Vision being stated and presented in a very Personalized, Positive way and in the Present/Past Tense.

Writing their experience in the present or past tense is very important because in their subconscious the Desire, Goal or Vision has already happened, hence this phenomenon activates their brain and heart to chase after their sensory experiences and regardless of obstacles faced in reality deliver on the Desire, Goal or Vision.

The Gold model is shown on page 25 in **Diagram 1**

THE GOLD MODEL



THE CATALYST INTEGRATIVE COACHING SANDWICH FRAMEWORK

Diagram 1 : The Gold Model

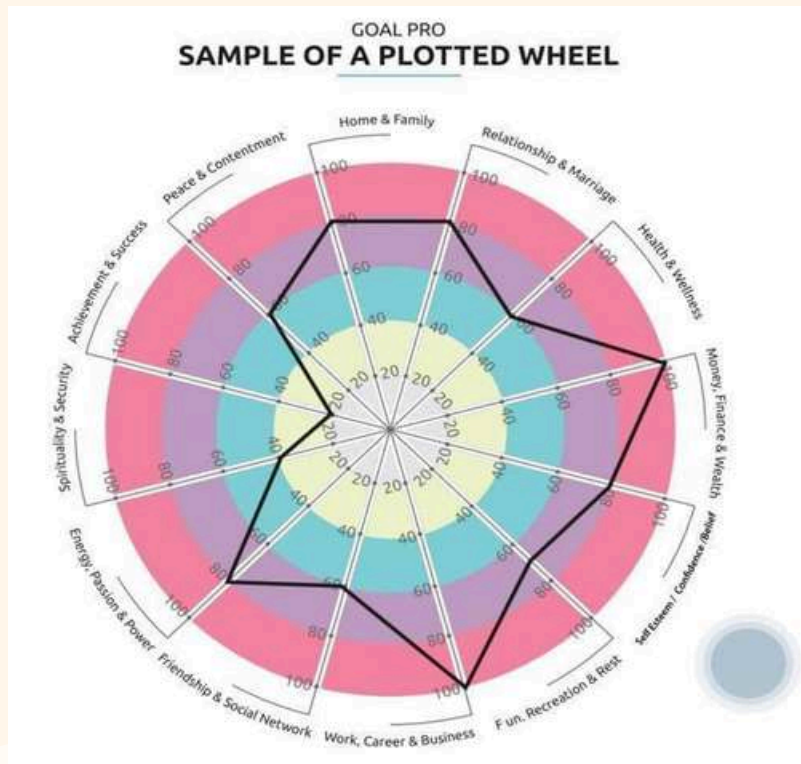


Diagram 2: The Life Assessment wheel

Conscious Clarity and the Wholistic Subconscious Experience of the Client's Desire, Goals or Vision is the Key OUTCOME at this stage in The GOLD Model Process.

STEP 2: O of The GOLD Model:

OPTIONS:

At this next stage, the coach helps the client reflect, explore and become more aware of the wide range of options available in reality every day to help them achieve their Desired, Goals or Vision, using several powerful coaching tools like, Socratic questioning, the wheel of life, the ERIC model, powerful questions, blank wheel model etc. (See appendix for expanded list of tools).

(i) The Life Assessment well or Wheel of Life - My preferred choice of wheel

of life is the 12 spoke wheel of life as shown in diagram 2, next column. It represents the wholistic dimensions of human existence with opposing elements and forces on each side of the wheel.

Meaning that once this wheel of life is completed and the graph plotted, the client can immediately see pictorially the lack of harmony and wholeness in the lives.

This gives clarity to the client and they can instantly identify which specific area of their lives they need coaching in thereby eliminating any form of ambiguity or confusion.

(ii) The Blank Wheel.

The blank wheel is a creative adaptation of the wheel of life developed by my Coaching Academy and it helps clients achieve a deeper level of awareness and insight towards creating a detail-

-led strategy and road map to actualize their Desire, Goals or Vision in each of the 12 areas of their lives as shown in the 12 spoke wheel of life (As shown in the diagram).

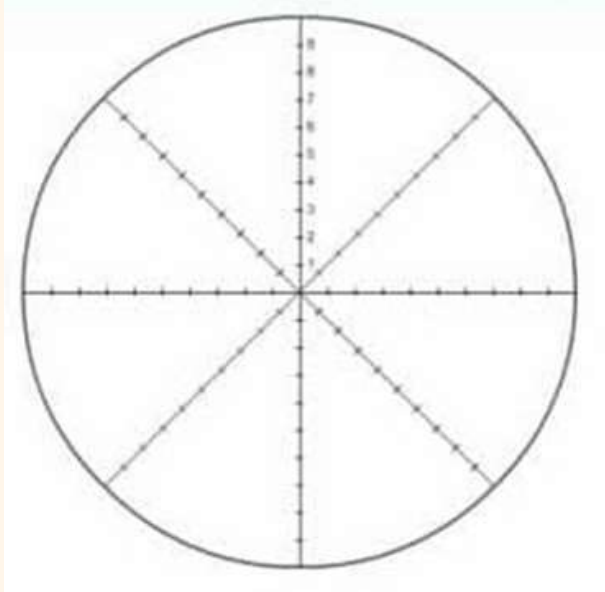


Diagram 3: The Blank Wheel

Using this blank wheel tool, the client is guided through identifying 8 critical contributors or performance indicators which are unique to them for each of the 12 critical areas of their lives as revealed on the life assessment wheel.

Next step - A circle is drawn and divided into 8 equal parts like a pizza pie (see diagram 3).

Each of the 8 performance indicators is then written outside the circle at each end of the lines drawn inside the circle to divide it into the 8 equal parts

Next step - Each of these 8 listed performance indicators should be further broken down to 3 measurement components.

For example;

Imagine that a client has a financial goal, to sell \$100,000 worth of makeup products monthly.

This can fall under the career or finances element on the 12 spoke wheel of life

Their 8 performance indicators could be as follows;

1. Branding
2. Marketing
3. Sales
4. Customer Service
5. Stock
6. Pricing
7. Distribution
8. Financial Management

Each of the 8 performance indicators to represent a piece of a pizza pie (see diagram)...

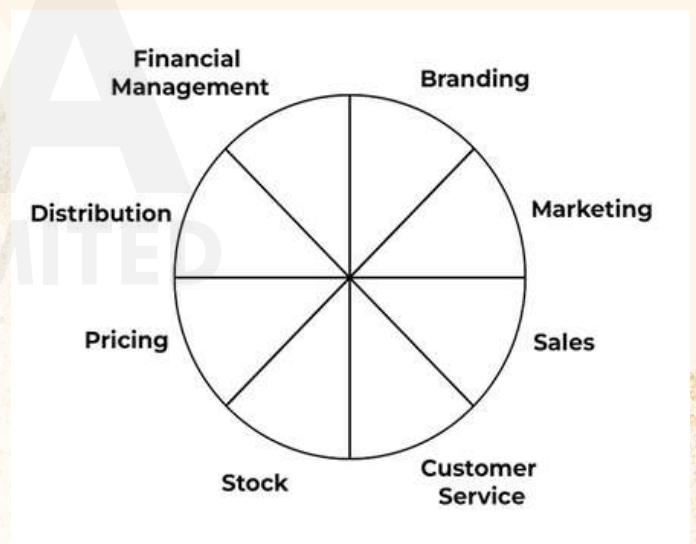


Diagram 4: Populated blank wheel

Also, clients can further break down each of the 8 performance indicators for measurement purposes just like the 3 below in diagram 5;



Diagram 5:

Marketing

1. Employ, Train and Coach Marketing Manager
2. Create marketing strategy
3. Execute strategy

Sales

1. Employ, Train and Coach Sales Manager
2. Create Sales target and strategy
3. Execute and monitor sales strategy

Distribution

1. Employ, Train and Coach Logistics Manager
2. Create Distribution Process Flow
3. Execute, monitor and quality assure process weekly

Next step - Client to measure where they are on each of the 8 performance indicators and 3 measurement components relative to where they desire to be, on a scale of 0-10 (With 0 meaning they have not started the specific task yet and 10 meaning they have completed this task 100%)

For example;

Marketing (2)

1. Employ, Train and Coach Marketing Manager (2)
2. Create marketing strategy (0)
3. Execute strategy (0)

Sales (4)

1. Employ, Train and Coach Sales Manager (4)
2. Create Sales target and strategy (0)
3. Execute and monitor sales strategy (0)

Distribution (0)

1. Employ, Train and Coach Logistics Manager (0)
2. Create Distribution Process Flow (0)
3. Execute, monitor and quality assure process weekly (0)

Next step;

Coach can then use the ERIC Model to help the client create options and action steps to bridge the gaps just identified above.

(iii) The ERIC Model

The **ERIC** acronym, stands for **Eliminate, Reduce, Increase and Create**.

This tool simply helps the client identify the specific things, habits, behaviors, mindsets, beliefs, values etc in their lives that are currently standing in the way of them living their, Desire, Goals or Vision, that they need to Eliminate, Reduce, Increase and Create.

The desired OUTCOME at this stage is to help the client generate several strategies that empower them to make the right choices towards achieving their Desire, Goals or Vision.

STEP 3: L of The GOLD Model:

LEVERAGE:

The centerpiece of The GOLD Model, is this stage, where the coach helps the client elicit and resolve all, deep-seated negative, limiting, disempowering; emotional, psychological, physiological, spiritual, social, relational blocks, caused by past childhood or recent adult traumas, using complementary interventions based in Cognitive Behavioral Therapy(CBT), Emotional Freedom Techniques(EFT), Neuro Linguistic Programming(NLP), Matrix Re imprinting etc. (See appendix for extensive list, sources and use).

The desired OUTCOME at this stage is to empower and influence client by creating a force or advantage that they can apply to overcome all past or current barriers and therefore achieve their Desire, Goals or Vision.

STEP 4 of The GOLD Model:

DIRECTION:

Finally, we return to and end with Coaching.

This is the point at which the coach using powerful questions and The Catalyst success and failure model, guides the client to take responsibility and confidently create and map out their pathway, strategies and the specific actions to be taken at specific times clearly stated, towards

achieving their Desired Outcomes, Goals or Vision.

The Catalyst success and failure model is described below.

The Catalyst Success and Failure Model (CSF) Model

How does it work?

Identify and List....

Step 1) 3 things or goals you have recently successfully accomplished

Step 2) 3 things or goals you have recently failed at accomplishing

Step 3) 5-7 things you did or steps you took in sequence that caused the successful accomplishment of each of the 3 things or goals you achieved

Step 4) 5-7 things you did or steps you took in sequence that caused you to fail to accomplish each of the 3 things or goals you failed at

Step 5) What are the similarities in the 5-7 steps for your success (This is your success model)

Step 6) What are the similarities in the 5-7 steps for your failure (This is your failure model)

Step 7) Anytime you set a goal, at the end if the goal setting session you must create the key 5-7 steps to take to achieve them

If you do ...

Then always go back to your success and failure models to check if these steps are aligned with your success or failure models

If they don't align with your success model then you must adapt them to guarantee the achievement of your goal

This wholistic, integrative approach to Coaching has consistently delivered quick and profound transformations for my clients.

Also In the last 2 decades, I have also explored indigenous African wisdom and its application in coaching, therapy, consulting, and life, I realized that I had to delve into the rich varieties of ancient African beliefs, cultures, behaviors and values.

This is where my GOLD Model, with its integration of ancient wisdom and modern coaching techniques, shines brightly as a transformative framework.

The GOLD acronym stands for Goal, Options, Leverage, and Direction.

This framework mirrors ancient African practices of always setting spiritual or temporal intentions, exploring possibilities, harnessing one's inner power, intuition, and convictions to chart a course in life.

The Goal stage resonates deeply with ancient African traditions of tapping into our divinity, seeing with our inner mind to create our reality. This concept today is called visualization to manifestation, used in meditation and mindfulness practices.

The practices of visualization, meditation, rituals, and storytelling were used to activate the subconscious mind and align individuals with their desires. Storytelling particularly was not just a form of entertainment but a tool, just like metaphors are used today for transmitting knowledge, reshaping reality and changing beliefs.

Just like in ancient Africa, using the visualizing technique to set goals is a fundamental part of the GOLD Model, because it allows the client to tap into their subconscious and experience multiple sensory and energetic dimensions of their desires as if they are living it in real time.

This is very key to their neural pathway activation and creation, which eventually leads to the rapid manifestation of their desires and goals.

The outcomes of this exercise and experience are what the client documents as his/her Goal/Vision.

Options, the next stage in the GOLD Model, reflects the concept of Ubuntu, an African philosophy that emphasizes interconnectedness and community.

Just as Africans relied on the collective and communal wisdom of solving life problems.

The Option step of the GOLD Model helps the client explore a wide range of options, strategies and wisdom available within and around them, this process is guided by a coach, who is skilled in the use of several tools like the blank wheel, Socratic questioning and the ERIC Model.

Ultimately the client is empowered to make choices aligned with their spiritual values, inner convictions, visualized goals and aspirations, thereby fostering a very strong sense of urgency, ownership and clarity.

Leverage, the centerpiece of the GOLD Model, draws from ancient holistic healing and transformational practices found in various African cultures.

From the Yoruba Ifa divination practices to Egyptian energy work, indigenous African interventions were integratively deployed to resolve deep-seated problems, remove spiritual, psychological, mental and emotional blocks, towards the restoration of balance and wellbeing.

The GOLD Model also integrates techniques from Cognitive behavioral therapy (CBT), Emotional freedom techniques (EFT), Matrix reprogramming, Neuro-linguistic programming (NLP) etc., to help clients resolve not only psychological but also spiritual, social, mental, relational problems, towards the attainment of rapid wholeness, healing, transformation, progress and growth.

Finally, Direction brings us back to the essence of coaching: guiding individuals towards their desired outcomes.

Just as ancient African leaders used various metaphors, parables, storytelling techniques and other wise formats to guide and give direction to people, coaches that use the GOLD Model also help their clients map out their journey with clarity and confidence.

Through the use of powerful questions and other personalized strategies/interventions at this stage, clients gain a sense of purpose and agency, navigating the complexities of life with resilience and determination.

In conclusion, the GOLD Model serves as a bridge between ancient African wisdom and modern integrative coaching practices.

By integrating indigenous knowledge with cutting-edge techniques, this framework empowers individuals to unlock their full potential and thrive in today's rapidly changing world.

Just as ancient African societies relied on collective wisdom and spiritual guidance, the GOLD Model invites us to tap into the rich tapestry of our ancestors' wisdom as we embark on the journey of personal and professional growth.

I'm very passionate about gifting this GOLD Model to African Coaches, as an empowerment tool that will help their clients navigate the complexities and challenges of this New VUCAD and Post Covid-19 World and to ultimately help them thrive and succeed in all their endeavors.



**The Catalyst,
Dr. Lanre Olusola**

is Chief Catalyst at OLCA Coaching Limited and Pioneer of the first fully Integrative Coaching institute in West Africa.



Life Coaching Tools Summary Sheet

These tools enrich the life coaching framework, offering nuanced approaches to personal development, communication, and change management.

Tool	Brief Definition	Used For	When to Use	Brief Protocol
TGROW	A framework for structuring coaching conversations: Topic, Goal, Reality, Options, Wrap-up.	Setting goals, exploring current situations, identifying options, and committing to action.	At the start of the coaching process or when setting new goals.	1. Define the Topic. 2. Clarify the Goal. 3. Explore the current Reality. 4. Generate Options. 5. Wrap up with a commitment to action.
SMART	A criterion for setting clear, achievable goals: Specific, Measurable, Achievable, Relevant, Time-bound.	Goal setting and planning.	When establishing goals for personal development or projects.	1. Make the goal Specific. 2. Ensure it is Measurable. 3. Check if it's Achievable. 4. Ensure relevance. 5. Set a Time frame.
WHEEL OF LIFE	A visual tool divided into segments representing different areas of life, used for self-assessment.	Assessing balance in various life areas and identifying areas for improvement.	When evaluating life balance or at the start of a coaching process to identify focus areas.	1. Rate satisfaction in each life area. 2. Reflect on the results. 3. Identify areas for improvement. 4. Set goals for these areas.
BLANK WHEEL	A customizable version of the Wheel of Life, where the segments are defined by the client.	Personalized assessment of life areas or specific aspects of life/work the client wants to focus on.	When standard categories of the Wheel of Life do not fit the client's needs.	1. Define the categories. 2. Rate satisfaction or importance in each. 3. Analyze and plan improvements.
SUCCESS MODEL	A framework for analyzing and replicating success through identifying patterns and strategies that have worked.	To replicate past successes in future endeavors.	After a success or when planning a new project/goal.	1. Identify a past success. 2. Analyze the factors and strategies that led to success. 3. Apply these insights to future plans.

Tool	Brief Definition	Used For	When to Use	Brief Protocol
FAILURE MODEL	Similar to the Success Model but focuses on learning from past failures.	Learning from mistakes and preparing for future success.	After experiencing setbacks or failures.	1. Identify the failure. 2. Analyze what went wrong and why. 3. Identify lessons learned. 4. Plan how to apply these lessons moving forward.
GOAL DASHBOARD	A collage of images and words representing a person's wishes or goals.	Visualization and motivation towards achieving personal goals.	At the beginning of a new goal or year, or when seeking clarity about personal aspirations.	1. Collect images and words that represent goals and aspirations. 2. Arrange on a board. 3. Place in a visible location and review regularly.
PROCRASTINATION ASSESSMENT	An evaluation of procrastination habits and triggers.	Identifying reasons for procrastination and strategies to overcome it.	When procrastination is hindering goal progress.	1. Reflect on recent instances of procrastination. 2. Identify patterns and triggers. 3. Develop strategies to address these.
SWOT ANALYSIS	A strategic planning tool assessing Strengths, Weaknesses, Opportunities, and Threats.	Personal development planning and overcoming challenges.	When planning for personal growth or addressing specific challenges.	1. Identify personal strengths, weaknesses, opportunities, and threats. 2. Analyze how to use this information for development.
VISUALIZATION	The practice of mentally imagining a goal or desired outcome as if it has already been achieved.	Enhancing motivation and preparing for success.	Before important events or regularly as part of a morning routine.	1. Clearly define the desired outcome. 2. Spend time visualizing achieving this outcome, including emotions and senses. 3. Repeat regularly.

Tool	Brief Definition	Used For	When to Use	Brief Protocol
AFFIRMATION	Positive statements that are repeated to encourage positive thinking and self-empowerment.	Boosting self-esteem and motivation.	Daily or when in need of a confidence boost.	1. Create affirmations that resonate with personal goals and values. 2. Repeat them daily, especially in the morning and before bed.
OPEN-ENDED QUESTIONING	Asking questions that cannot be answered with a simple "yes" or "no," to encourage deeper reflection and discussion.	Facilitating self-discovery and deeper insights.	Throughout the coaching process, especially during discovery sessions or when addressing specific issues.	1. Use open-ended questions to explore thoughts, feelings, and actions. 2. Listen actively to responses. 3. Use insights to guide coaching strategy.
NEUROLOGICAL LEVELS OF CHANGE	A hierarchy of levels influencing human experience and behavior: environment, behavior, capabilities, beliefs/values, identity, and spirituality.	Understanding and effecting deep personal change.	When addressing complex issues or seeking significant personal transformation.	1. Identify which level the change needs to occur at. 2. Use targeted interventions at this level to effect change. 3. Align interventions with levels above and below.
REPRESENTATIONAL SYSTEMS	The preferred sensory channels through which people perceive, process, and retain information: visual, auditory, kinesthetic, olfactory, gustatory.	Enhancing communication and learning by tailoring approaches to the client's preferred sensory channel.	When establishing rapport and optimizing learning or change processes.	1. Identify the client's preferred representational system. 2. Tailor communication and interventions to match this system. 3. Adjust coaching techniques accordingly.



EFT TOOLS



1. EFT TAPPING AND 9 GAMUT

Uses:

- Resolve Anxieties.
- Deployed for depression, PTSD.
- Pain.
- Restore energy balance.



2. ROSE GARDEN

Uses:

- Resolve deep traumatic issues.
- Resolve a loss of loved ones and provides closure.



3. LOVE AND PEACE PROCESS

Uses:

- Resolve Anxieties.
- Deployed for depression.
- Pain.
- Healing of diseases.
- Proxy healing.





CBT TOOLS

JOURNALING

Uses: During overthinking, depression etc.

- Helps you understand your mind and feel in control of it.
- It takes thoughts out of your head on to paper, this is freeing and healing .
- It brings about clarity and objectivity.



THOUGHT /MOOD LOG

It is used to identify negative automatic thoughts, notice associations between events and cognitions, and to help patients understand the links between thoughts, emotions, and body sensations..



RELAXATION TRAINING

Relaxation strategies can be useful in reducing general levels of anxiety and tension over time. They are not typically a “cure” for anxiety; they are best used together with other CBT skills such as cognitive restructuring and exposure and practiced regularly, like exercise.





COGNITIVE RESTRUCTURING

Cognitive restructuring is a group of therapeutic techniques that help people notice and change their negative thinking patterns.

When thought patterns become destructive and self-defeating, it's a good idea to explore ways to interrupt and redirect them.

Used for depression and other anxieties disorders .



SOCRATIC QUESTIONING

Coaches and therapists use Socratic questioning to help clients challenge their distorted ideas and get more clarity on their thoughts, emotions, and behaviour. These questions are designed to activate advanced thinking skills (e.g., abstract reasoning) to discover underlying psychological processes that cause distress.

- 
1. What is the belief that you want to question?
 2. What is the evidence for this being true?
 3. What is the evidence against this being true?
 4. How could you be misinterpreting the evidence?
 5. What assumptions are you making?
 6. Could others have a different interpretation or perspective?
 7. What could some of those be?
 8. Are you examining ALL the evidence or just that which supports your belief?
 9. Could this belief be an exaggeration of the truth?
 10. The more that you think about the evidence and differing perspectives, is this belief the truth?
 11. Is this belief just a habit you have gotten into or does the evidence support it?
 12. Did this belief originate from someone else?
 13. Are they a realisable source of fact?
 14. Does this belief serve you in ALL situation in your life?

MORE INTEGRATIVE COACHING TOOLS

NLP TECHNIQUES

1. Swish Technique:

In Neuro-Linguistic Programming (NLP), the Swish Technique employs mental imagery but with a sophisticated twist. Picture two scenarios: one positive and desirable, the other negative and unwanted. Amplify the negative scenario in your mind, making it loud and prominent, while visualizing the positive one as small and monochrome. After a brief focus, swiftly switch the images. Repeating this exercise enhances the positive mental state.

2. Modeling:

Modeling, a practical application of the law of attraction in NLP, involves envisioning desired outcomes throughout the day. By consistently visualizing success, one can effectively redirect focus towards achieving goals.

3. Mirroring:

Mirroring involves adopting the body language of another person during interaction. This fosters empathy and trust, thereby enhancing persuasive communication.

4. Representational Systems:

NLP utilizes the brain's natural sensory representations to link specific stimuli with desired outcomes. By establishing positive associations between thoughts and sensations,

5. Meta-Programs:

In Meta-Programming, individuals mentally explore various outcomes and scenarios, preparing themselves for different contingencies. This mental rehearsal promotes adaptability and readiness for real-life situations.

6. Future Pacing:

Unlike Meta-Programming, Future Pacing involves visualizing a series of outcomes rather than focusing on a single event. By mentally rehearsing these sequences, individuals prepare themselves for future challenges.

7. Well-Formed Outcome:

Well-Formed Outcomes entail vividly envisioning the desired results of upcoming situations, emphasizing the outcome over the process. This technique reinforces confidence in achieving desired outcomes.

8. VK/D - Visual Kinesthetic Dissociation:

VK/D aids in overcoming past traumas or phobias by mentally dissociating from the distressing event. By visualizing oneself as a detached observer, individuals can effectively process and overcome associated emotional baggage.

9. Presuppositions:

This technique involves maintaining positive assumptions and predictions, aligning with the principles of the law of attraction to manifest desired outcomes.

10. Meta Models:

Meta Models involve strategically analyzing situations and setting clear conditions for success, promoting clarity and effectiveness in achieving goals.

11. Six-Step Reframing:

Reframing involves presenting situations in a more persuasive light, reframing them to better suit the desired outcome.

12. Affirmations:

Affirmations involve reinforcing positive self-beliefs to bolster confidence and enhance performance.

13. Amplify Feelings:

Amplifying emotions intensifies motivation and commitment towards achieving goals.



14. Belief Change:

Belief Change aims to alter pre-existing beliefs to influence behavior and outcomes.

15. Perceptual Positions:

By considering different perspectives in a situation, individuals gain clarity and adaptability in their actions.

16. Submodalities:

Submodalities involve breaking down situations into smaller components to gain a deeper understanding of interactions and behaviors.

17. Timeline Therapy:

Timeline Therapy assists in processing and overcoming trauma by exploring past events in chronological order.

18. Matching:

Matching entails mimicking the body language of others to build rapport and enhance communication effectiveness.

19. Affirmations:

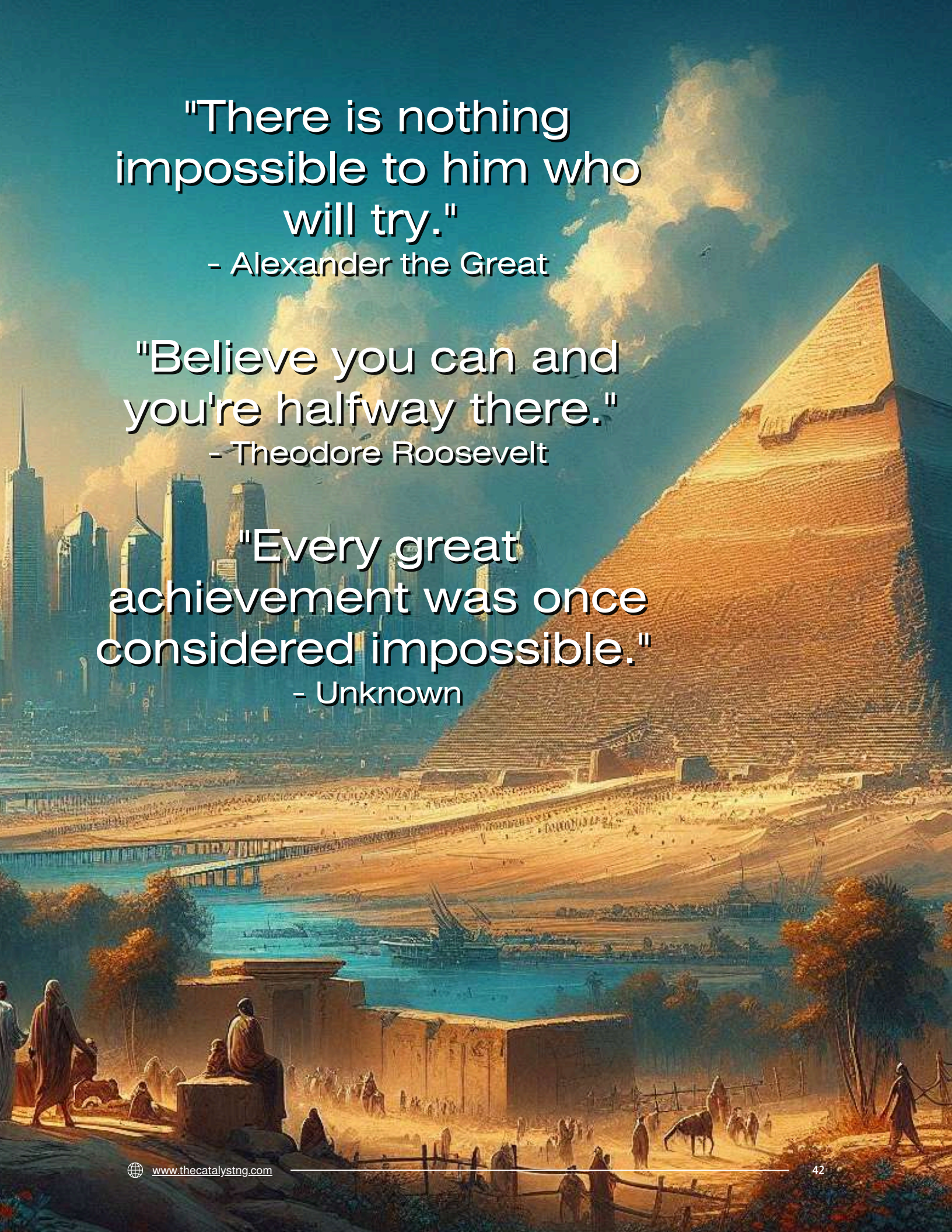
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20. Amplify Feelings:

Amplifying emotions intensifies motivation and commitment towards achieving goals.

21. States & Anchors:

States and Anchors help gauge emotional investment in a situation and leverage personal stakes to influence behavior.



"There is nothing
impossible to him who
will try."

- Alexander the Great

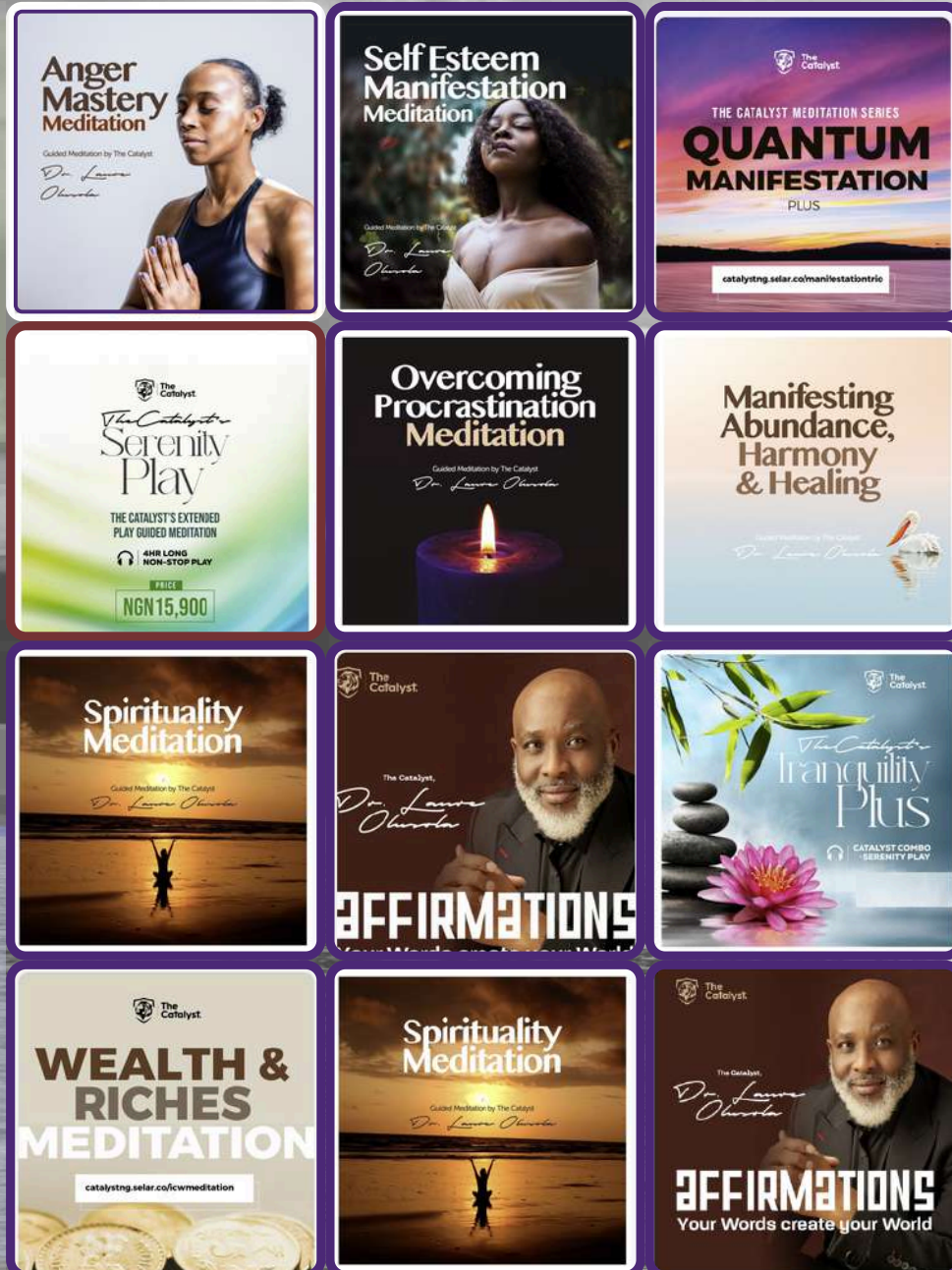
"Believe you can and
you're halfway there."

- Theodore Roosevelt

"Every great
achievement was once
considered impossible."

- Unknown

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The Formation of
**THE AFRICA BOARD
FOR COACHING,
CONSULTING,
AND COACHING
PSYCHOLOGY
(A B C C C P)**

Mongezi C Makhallima, PhD

Chairperson of the Africa Board for Coaching,
Consulting and Coaching Psychology (ABCCCP).

The journey towards the establishment of the Africa Board for Coaching, Consulting, and Coaching Psychology (ABCCCP) began in 1997, when I first started my career as a coach. Initially, like many others, my approach to coaching was based solely on my personal understanding and intuition. It wasn't until I encountered an advertisement from an American school offering coach training that I first understood the term "coaching" beyond its traditional association with sports.

Despite my initial interest, I did not pursue the training seriously at that time. However, a few years later, around 2000, my boss recommended a master's program in coaching and coaching psychology—the first of its kind on the African continent. This program emphasized not only coaching techniques but also the psychological understanding of human behavior, which marked a significant step in professionalizing coaching in Africa.

The Need for Professional Standards in Coaching

As I progressed through the program, I realized the critical importance of proper training and certification in coaching. At that time, many individuals were calling themselves coaches without any formal training, often misrepresenting the true essence of coaching. This realization was a driving force behind the creation of the ABCCCP. We aimed to ensure that coaching in Africa was professional, ethical, and effective, contributing positively to leadership and development on the continent.

Establishing the ABCCCP

The ABCCCP was founded with two main objectives. First, to embed leadership within the core of coaching practices, particularly emphasizing African leadership values. Second, to provide quality assurance, ensuring that coaches and consultants are genuinely qualified. This certification process would help clients verify the credentials of their coaches, fostering trust and reliability within the industry.

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The Unique Context of African Leadership

Leadership in Africa has unique characteristics that differ significantly from leadership models elsewhere. Historically, African leadership has been more humane and community-centered, focusing on collective well-being rather than individual power. This traditional approach contrasts sharply with the authoritarian models often imposed during colonial times and beyond, which prioritized control and dominance.

Integrating African Values into Coaching

One of the ABCCCP's key missions is to integrate African values and experiences into the coaching framework. Traditional African leadership emphasized community involvement, consultation, and ethical guidance—principles that are highly relevant to modern coaching. By incorporating these values, coaching can become a powerful tool for developing effective, ethical, and community-focused leaders across the continent.

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THE FUTURE OF COACHING IN AFRICA

The vision for the future of coaching in Africa includes every leader, especially the continent's 54 presidents, having a coach. By promoting humane and ethical leadership, we can influence leaders to govern with empathy and wisdom, ultimately fostering more stable and prosperous communities.

In 2016, the ABCCCP gathered representatives from across Africa to discuss the future of coaching. We identified three key aspirations: positioning Africa as a thought leader in coaching, fostering peace and unity within the continent, and promoting prosperity. These goals guide our efforts as we work to enhance the impact of coaching in Africa.

Professional Development and Ethical Standards

Continuous professional development is vital for maintaining high standards in coaching. The ABCCCP encourages ongoing learning and skill enhancement to ensure coaches remain effective and relevant. Additionally, ethical standards are crucial. Coaches must understand and respect the boundaries of their role, focusing on drawing out the potential within their clients rather than imposing their own views.

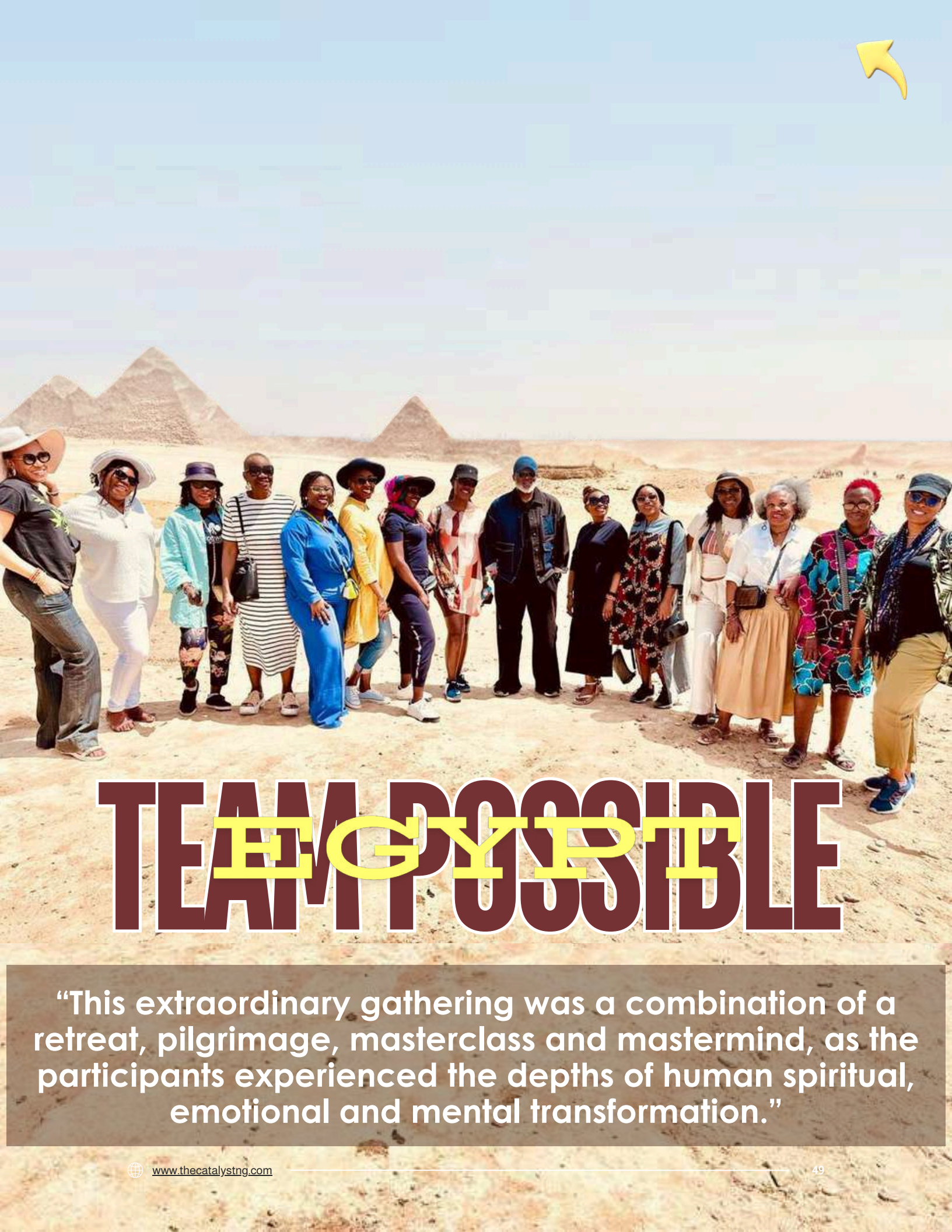
The establishment of the ABCCCP marks a significant milestone in the professionalization of coaching in Africa. By emphasizing proper training, ethical standards, and the integration of African values, we aim to create a robust and effective coaching industry that contributes to the development of visionary and humane leaders. The future of coaching in Africa is bright, with the potential to transform leadership practices and drive positive change across the continent.



Season 2
COMING SOON!



The Transformation Show was Created by The Catalyst, Dr Lanre Olusola, and a team of Integrative Coaches, as a critical solution to the POST COVID PANDEMIC and VUCAD era problems, at this pivotal time in the history of mankind.



TEAM EGYPT POSSIBLE

“This extraordinary gathering was a combination of a retreat, pilgrimage, masterclass and mastermind, as the participants experienced the depths of human spiritual, emotional and mental transformation.”

IT IS POSSIBLE, EGYPT *Mémoire*

Idongesit Peter

Amidst the ancient city of Egypt, an extraordinary 4-day expedition, aptly themed "It is Possible Egypt," happened under the leadership of the renowned Behavioural and Mind Transformation Coach, The Catalyst, Dr. Lanre Olusola.

This extraordinary gathering was a combination of a retreat, pilgrimage, masterclass and mastermind as the participants experienced the depths of human spiritual, emotional and mental transformation. Before my very eyes I did not only see the unveiling and teaching of the most profound wisdom principles and secrets of the world's most successful people, I also witnessed a diverse spiritual and cultural unraveling experience for each participant. Over 4 transformational days, The Catalyst, and 15 other very aware spiritually hungry and thirsty participants from Nigeria, the United States, the United Kingdom, Zambia, Uganda, etc. walked the historic land of our ancestors-Egypt.



Idongesit Peter

IT IS POSSIBLE MASTERCLASS

A man with a grey beard and glasses, wearing a black and white striped robe, is speaking into a microphone. He is standing in front of a background that appears to be a desert landscape with pyramids and camels.

One of the most powerful experiences was on day 3 when the Catalyst delivered both the "It is Possible" and "50 Secrets of the World's Most Successful People," masterclasses back-to-back. The latter is a treasure trove of research-based wisdom principles distilled from the lives of luminaries across various fields. Expertly delivered through insightful discussions, practical exercises, and personal anecdotes, participants were equipped and empowered with invaluable tools, to identify and overcome psychological and emotional barriers currently stopping them and to also create new pathways towards their success.

The allure of Egypt however extended far beyond the confines of these masterclasses.

Before and after the masterclasses, participants embarked on several journeys that intertwined the spiritual and historic fabric of this ancient land.

The daily itinerary curated by Team Catalyst, incorporated various iconic landmarks that resonated deeply with our African heritage and collective consciousness. Chaperoned by our amiable and efficient chief tour guide, Ali, all 15 tourists were taken around the historic sites in luxury.



50 SUCCESS SECRETS





DINNER ON A BOAT CRUISE

It all began on the first night as many arrived from different places that morning, afternoon and evening. In the bustling lobby of the Hilton Hotel Cairo, a sense of anticipation hung in the air as 15 participants from diverse backgrounds came together for their first night out in Cairo.

They greeted themselves with hearty embraces and infectious smiles, some connecting with old friends and others forging new bonds. Bonding was easy as everyone had previously connected online in The Catalyst Community, even though many were meeting each other physically for the first time. Amidst the hubbub of excited chatter, laughter filled the air as stories were exchanged and shared experiences recounted, setting the stage for an evening of warmth and meaningful conversations.

Exquisitely dressed for dinner on a cruise boat, participants radiated elegance and sophistication. Right from the hotel lobby, cameras and smartphones became essential accessories as they, joyfully captured special moments immortalizing the excitement and anticipation that permeated the air all evening.

Stepping onboard the cruise vessel, participants were welcomed by the tantalizing aromas of an assorted buffet spread. From savory Asian delicacies to classic Mediterranean offerings, everyone's palate was catered for. As the boat gently glided along the tranquil waters of the Nile, the air was filled with the infectious rhythms of Nubian music, R&B, Afrobeats performed by talented artists and belly dancers. The participants couldn't resist getting on the stage and dancing to the admiration of the cheering audience.

We later ventured onto the spacious deck of the boat, where we were greeted by panoramic views of the Nile River and the bustling city beyond. With the gentle breeze caressing our skin and the soft glow of city lights illuminating the horizon, we embarked on a leisurely stroll, appreciating the serenity of the moment. It was an unforgettable joyful and intimate experience.

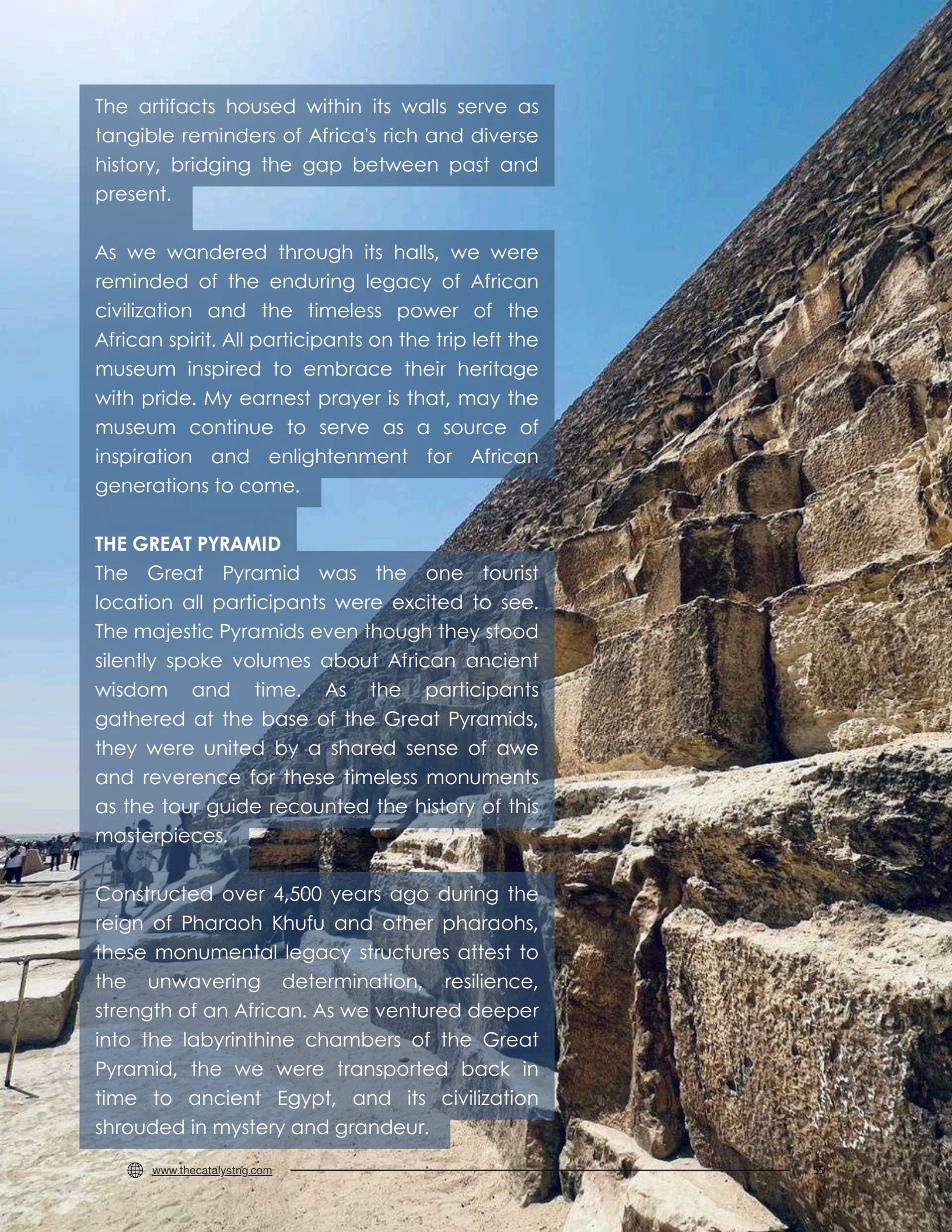
EGYPT GRAND MUSEUM

The next day started very early by the poolside, with a very powerful guided meditation session by Dr. Lanre, this was followed by a very lavish breakfast, after which participants gathered to set out early for the day.

Next activity was a visit to the Egypt Grand Museum, which stood out among other historic sites, it left an indelible mark on the minds of participants. The Museum, had in display a monumental repository of Egypt's rich civilization, artifacts of millennia past, and stories that revealed the enduring legacy of African ingenuity, intelligence and resilience. It also revealed Egypt's commitment to preserving and sharing her cultural heritage with the world.

We were mesmerized by the story of ancient civilization, the vast collection of artifacts, statutes, pharaohs, sphinx, hieroglyphic inscriptions spanning thousands of years of history. The undeniable facts that Africa is the cradle of civilization, and that Egypt played a pivotal role in shaping the cultural, political, and intellectual landscape of the continent.





The artifacts housed within its walls serve as tangible reminders of Africa's rich and diverse history, bridging the gap between past and present.

As we wandered through its halls, we were reminded of the enduring legacy of African civilization and the timeless power of the African spirit. All participants on the trip left the museum inspired to embrace their heritage with pride. My earnest prayer is that, may the museum continue to serve as a source of inspiration and enlightenment for African generations to come.

THE GREAT PYRAMID

The Great Pyramid was the one tourist location all participants were excited to see. The majestic Pyramids even though they stood silently spoke volumes about African ancient wisdom and time. As the participants gathered at the base of the Great Pyramids, they were united by a shared sense of awe and reverence for these timeless monuments as the tour guide recounted the history of this masterpieces.

Constructed over 4,500 years ago during the reign of Pharaoh Khufu and other pharaohs, these monumental legacy structures attest to the unwavering determination, resilience, strength of an African. As we ventured deeper into the labyrinthine chambers of the Great Pyramid, the we were transported back in time to ancient Egypt, and its civilization shrouded in mystery and grandeur.

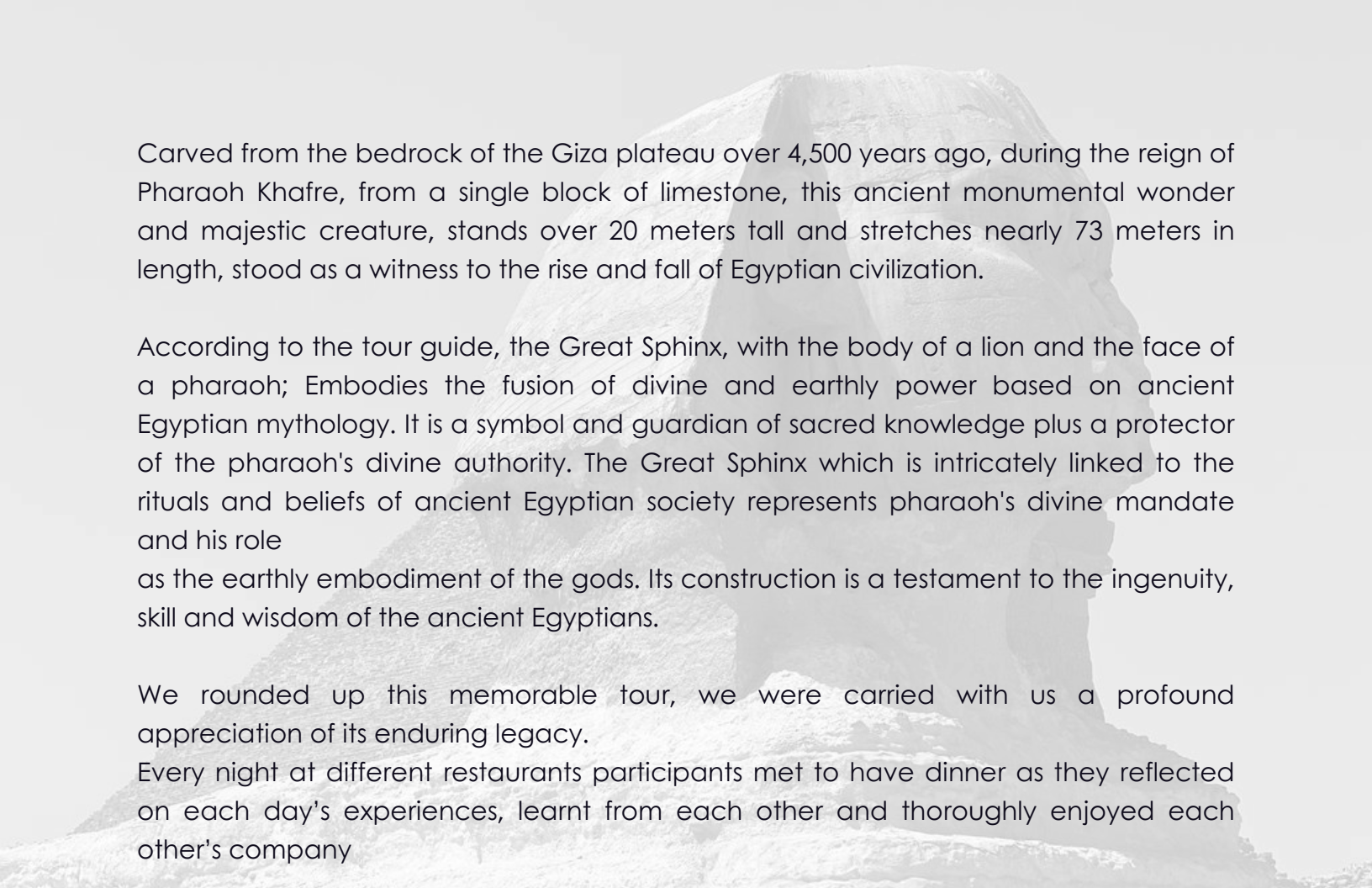
Guided by knowledgeable Egyptologists, we unraveled the secrets of the pyramid's construction, marveling at the precision and creativity of its design. Through elaborate passageways and towering chambers, the we discovered the meticulous planning and astronomical precision that went into building these tombs that symbolize life after death. From its perfectly aligned sides to its enigmatic inner chambers, the pyramid spoke volumes about the Egyptians' deep understanding of geometry, astronomy, science and engineering. We couldn't help but be inspired by the unwavering determination of the ancient Egyptians who built these pyramids. Despite the challenges posed by harsh desert conditions and primitive tools, they persevered, driven by a collective vision of honoring their pharaoh and securing their legacies for eternity.

All participants emerged from the depths of the Great Pyramid, carrying with them a profound appreciation for its enduring legacy. Beyond its status as a world wonder, the pyramid serves as a symbol of human achievement and resilience, a testament to our capacity to overcome adversity and leave a lasting mark on the world.

THE GREAT SPHINX

The tour of Egypt would have been incomplete without encountering the enigmatic Great Sphinx, a symbol of mystery and wisdom. As participants approached the Great Sphinx, they were enveloped by an aura of timelessness and wonder.



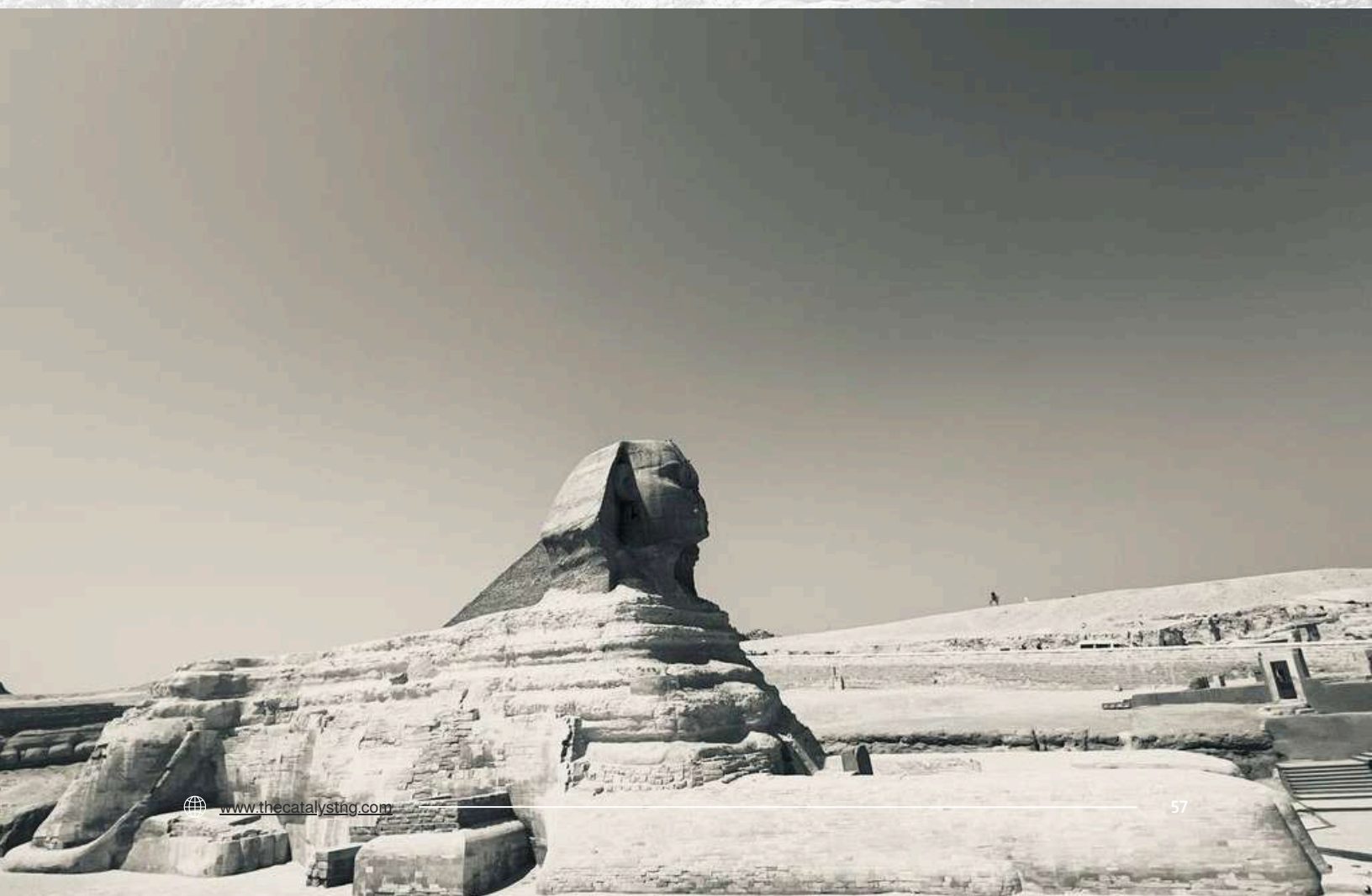


Carved from the bedrock of the Giza plateau over 4,500 years ago, during the reign of Pharaoh Khafre, from a single block of limestone, this ancient monumental wonder and majestic creature, stands over 20 meters tall and stretches nearly 73 meters in length, stood as a witness to the rise and fall of Egyptian civilization.

According to the tour guide, the Great Sphinx, with the body of a lion and the face of a pharaoh; Embodies the fusion of divine and earthly power based on ancient Egyptian mythology. It is a symbol and guardian of sacred knowledge plus a protector of the pharaoh's divine authority. The Great Sphinx which is intricately linked to the rituals and beliefs of ancient Egyptian society represents pharaoh's divine mandate and his role as the earthly embodiment of the gods. Its construction is a testament to the ingenuity, skill and wisdom of the ancient Egyptians.

We rounded up this memorable tour, we were carried with us a profound appreciation of its enduring legacy.

Every night at different restaurants participants met to have dinner as they reflected on each day's experiences, learnt from each other and thoroughly enjoyed each other's company





THE HANGING CHURCH

Lastly, The Catalyst and the participants ended their tour of Cairo by embarking on a profound spiritual journey exploring the historic Hanging Church.

The church sits on the ruins of the place where the Holy Family (The Virgin Mary, Joseph and baby Jesus) hid during the three years exile in Egypt, when they fled from king Herod. The Hanging Church stands as a beacon of Christian spiritual solace, faith and hope. Dating back to the 3rd century AD, the Hanging Church is one of the oldest churches in Egypt, with a storied history that spans centuries of religious and cultural upheaval.

One of the most intriguing aspects of the Hanging Church is its name, derived from its unique architectural design.

Built on the ruins of the Roman fortress of Babylon, the church is elevated above street level, creating an illusion as if it is "hanging" above the ground

The highlight for this particular place for everyone was standing in the cave where the Holy Family (Mary, Joseph and baby Jesus) lived, seeing the well they drank from and the stone cradle baby Jesus slept in. This was one of the most humbling experiences in Egypt.

FAREWELL DINNER WITH THE CATALYST

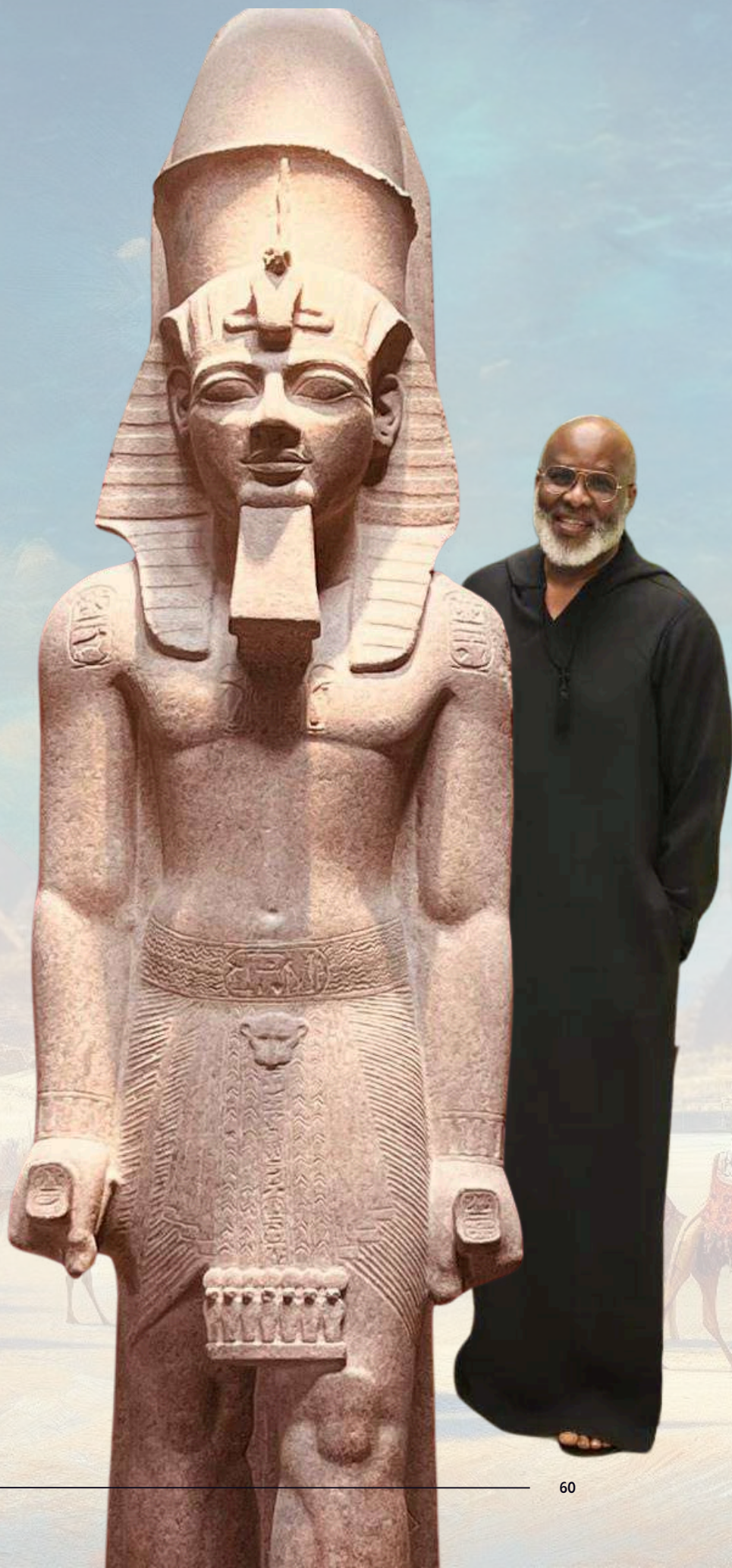
After a whirlwind of exploration, collaboration, and cultural immersion, the participants of the IT is Possible programme came together for a memorable evening at the Hilton Heliopolis Cairo. The end of their tour was marked by a lavish dinner that served as a backdrop for heartfelt expressions of gratitude, appreciation. And shared experiences

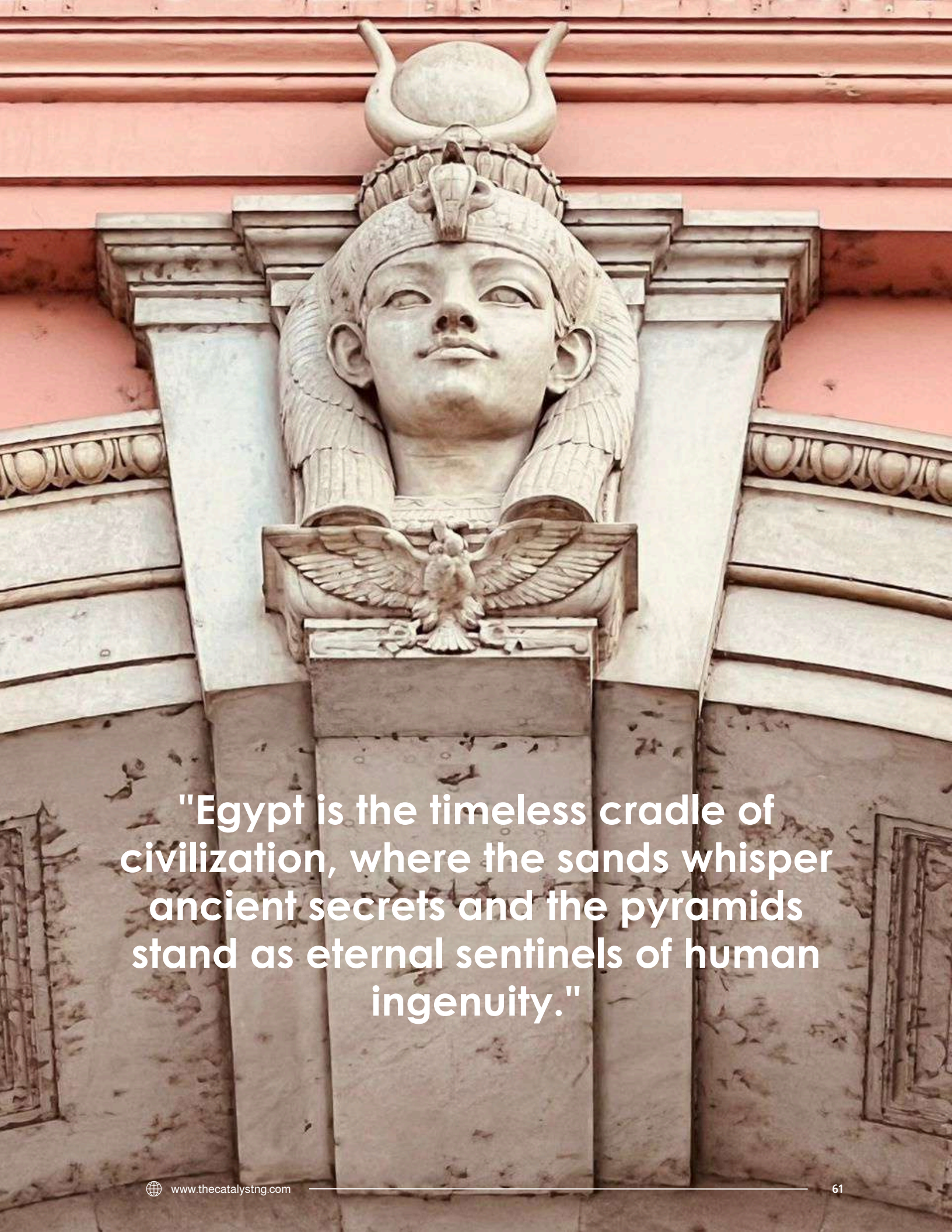
As the evening unfolded, heartfelt speeches filled the air, each person expressing profound gratitude to Dr. Lanre, the visionary behind the IT is Possible programme, and to each other for their shared experiences and newfound friendships. Dr. Lanre, with humility and warmth, received the accolades, acknowledging the dedication and passion of the participants that made the programme a resounding success.

A significant moment of the evening was the presentation of a special appreciation artwork to Dr. Lanre. The artwork, a captivating painting depicting Dr. Lanre's journey to historic locations in Egypt, was adorned with intricate hieroglyphs spelling out "The Catalyst," symbolizing his transformative impact on the lives of the participants. The blend of Egyptian symbolism and personal significance made this gift a truly touching tribute.



Amidst laughter and hugs, the participants took individual and group photos with Dr. Lanre, capturing the memories of their time together in Cairo. These snapshots served as tangible mementos of their shared experiences and the bonds forged during their journey. As the night drew to a close, the participants bid each other farewell with promises to stay connected. IT is Possible programme had not only expanded their horizons but had also instilled in them a deep appreciation for the transformative power of unity, culture, and collaboration. And as they bid farewell to Cairo, they carried with them not only cherished memories but also the inspiration to continue their journey towards making a positive impact in the world.



A detailed stone carving of an Egyptian goddess, likely Isis, with a cow head and a sun disk, set within a niche. The carving is set against a reddish-brown wall. The goddess has a serene expression, looking slightly upwards. She wears a headdress with a sun disk and cow horns. Below her head is a winged scarab beetle. The entire carving is framed by a decorative archway.

"Egypt is the timeless cradle of civilization, where the sands whisper ancient secrets and the pyramids stand as eternal sentinels of human ingenuity."



WHISPERS FROM THE NILE

In the land where pharaohs' whispers rise,
Sixteen seekers under Egypt's skies,
"It Is Possible," their banner high,
Led by The Catalyst, dreams could fly.

Dr. Lanre Olusola, a guiding star,
Shared fifty secrets to soar afar,
In a masterclass that sparked a flame,
Transforming minds, igniting their aim.

Through sands of time, they traced the past,
Where pyramids and sphinxes last,
They walked where ancient footsteps tread,
And found new paths where dreams are led.

In temples grand and tombs so vast,
Echoes of wisdom from ages past,
Whispers of ancestors, bold and wise,
"Believe, achieve, let your spirits rise."

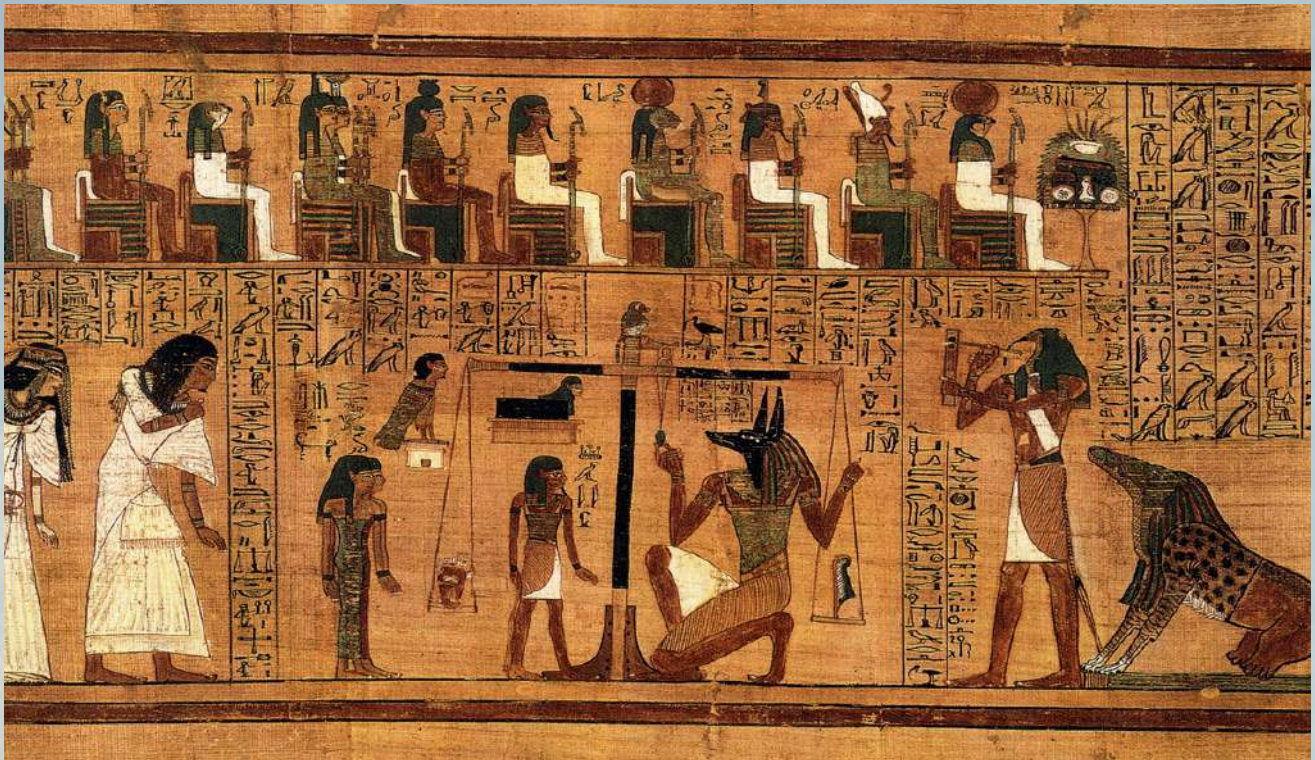
Cairo's pulse and Luxor's grace,
History's marvels in every place,
Each monument a testament strong,
That impossible dreams can never be wrong.

From Giza's heights to Nile's flow,
The spirit of Africa began to glow,
With every stone and hieroglyph,
They felt the ancestors' power lift.

"Impossible is just a word," they knew,
For in Egypt's heart, their courage grew,
Sixteen life coaches, a journey profound,
Where possibilities knew no bound.

Inspired by kings and queens of yore,
They left Egypt believing more,
"It Is Possible," their mantra true,
In every city, every view.

So let this tale of Egypt's might,
Be a beacon in the darkest night,
For those who dream, and those who strive,
The spirit of Africa keeps hope alive.







EGYPT

THROUGH MY LENSES

A Pictorial Journey with The Catalyst, Dr. Lanre Olusola

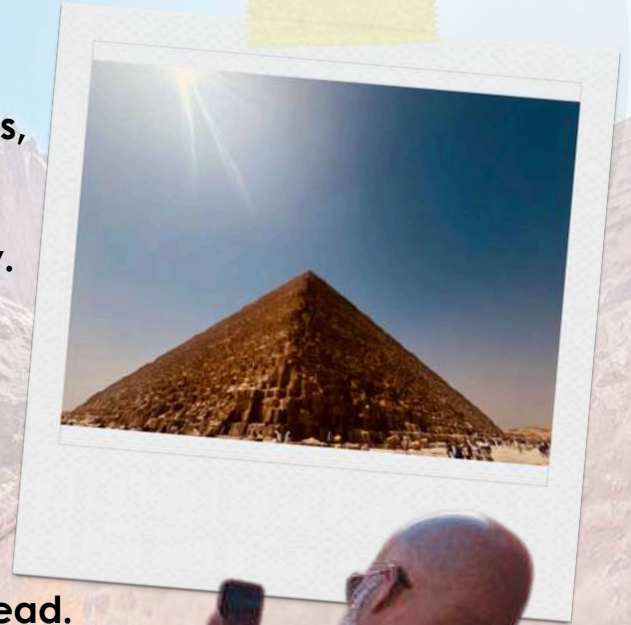
In the land of Pharaohs, where history sings,
With my iPhone, I capture ancient kings.
Great Pyramids stand tall, touching the sky,
Underneath their shadows, time whispers by.

The Sphinx with its secrets, gaze so grand,
Whispers tales of a mystical land.
Colored Canyon's hues, a painter's dream,
Nature's palette, vibrant and supreme.

The Nile flows eternal, a life-giving thread,
Through Egypt's heart, where stories are spread.
St. Catherine's Monastery, sacred and still,
By the burning bush, faith and resolve fill.

The Hanging Church, with its tales so old,
In Cairo's heart, its beauty unfolds.
Red Sea's embrace, where Moses once tread,
A symphony of waves, where history's read.

From dawn till dusk, my journey unfolds,
Through Egypt's wonders, each story told.
With every click, a moment's grace,
Ancient and modern, in a timeless embrace.



My Spiritual Journey IN SHARM EL-SHEIKH

Arrival in Sharm El-Sheikh

As the plane descended over Sharm El-Sheikh, I was captivated by the breathtaking landscape unfolding below. Though not my first visit, this trip felt like my first true spiritual pilgrimage to this Egyptian resort town nestled between the Sinai Peninsula's desert and the Red Sea.

Upon arrival, I was immediately enchanted by the sheltered sandy beaches, crystal-clear waters, and vibrant coral reefs.

For two magical days, I marvelled at the mesmerizing contrast of the turquoise waters of the Red Sea meeting the golden sands of the desert. It was a stunning and surreal sight that left me in awe.



My Spiritual Journey IN SHARM EL-SHEIKH

St. Catherine's Monastery, Mount Sinai, and the Mount of Transfiguration.

Imagine embarking on a spiritual journey to St. Catherine's Monastery, a sacred site nestled at the base of Mount Sinai.

This wasn't just a trip; it was a solitary spiritual adventure that took me through the rugged, breathtaking landscapes of the Sinai Peninsula.

The towering mountains, with their ancient, weathered faces, seemed to whisper stories of thousands of years past.

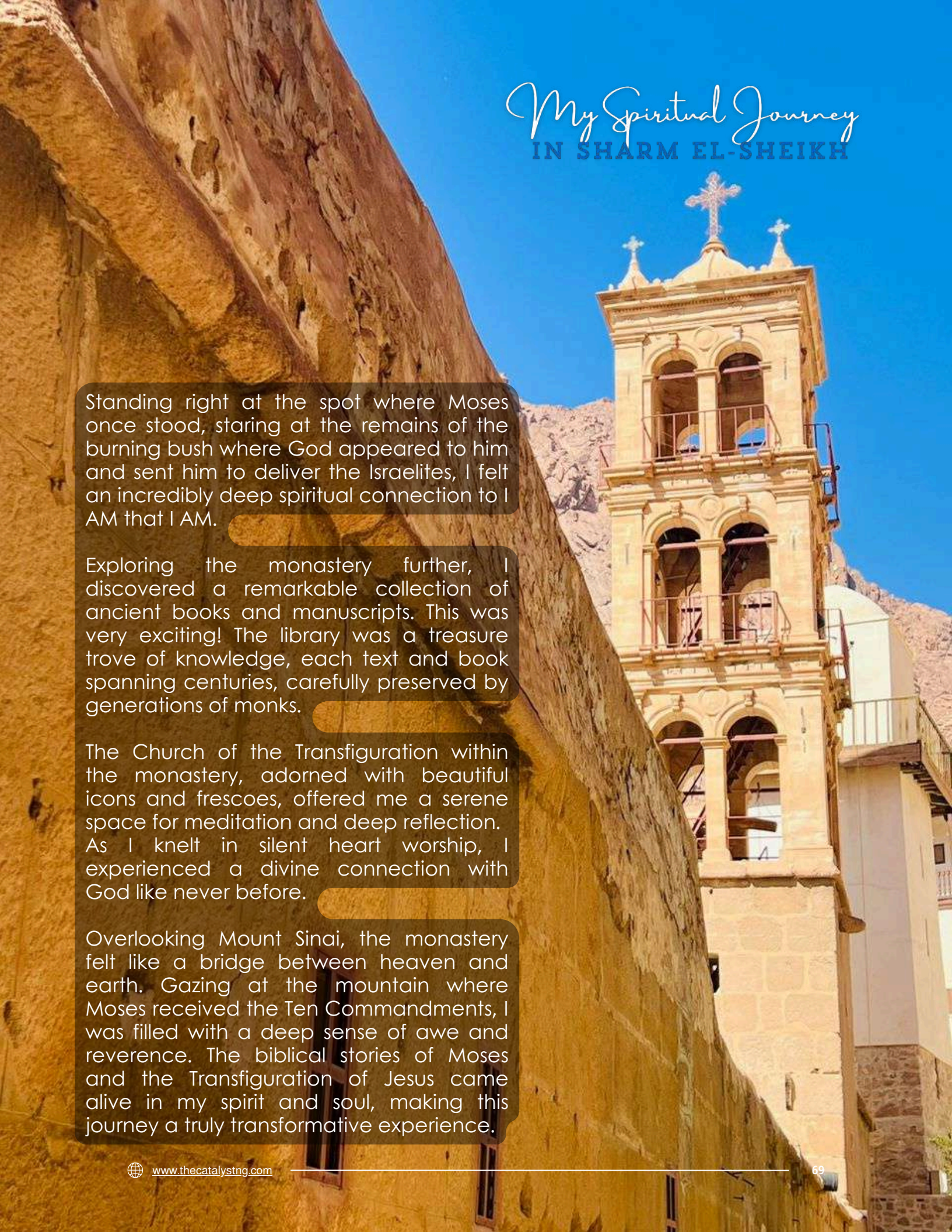
Arriving at the monastery, I was struck by a profound sense of awe.

The ancient walls of St. Catherine's stood resolutely against the majestic backdrop of Mount Sinai, exuding an air of timeless sanctity. Stepping through the gates felt like entering a divine space where past and present history and faith coexisted seamlessly and at the same time!



The Catalyst

www.thecatalystng.com

The background of the page is a photograph of a monastery. On the left, a large, weathered, reddish-brown rock face slopes upwards. To the right, a multi-story stone tower with arched windows and a cross on top rises against a clear blue sky. The tower has several levels with arched openings and is surrounded by scaffolding. The overall scene is bright and sunny.

My Spiritual Journey

IN SHARM EL-SHEIKH

Standing right at the spot where Moses once stood, staring at the remains of the burning bush where God appeared to him and sent him to deliver the Israelites, I felt an incredibly deep spiritual connection to I AM that I AM.

Exploring the monastery further, I discovered a remarkable collection of ancient books and manuscripts. This was very exciting! The library was a treasure trove of knowledge, each text and book spanning centuries, carefully preserved by generations of monks.

The Church of the Transfiguration within the monastery, adorned with beautiful icons and frescoes, offered me a serene space for meditation and deep reflection. As I knelt in silent heart worship, I experienced a divine connection with God like never before.

Overlooking Mount Sinai, the monastery felt like a bridge between heaven and earth. Gazing at the mountain where Moses received the Ten Commandments, I was filled with a deep sense of awe and reverence. The biblical stories of Moses and the Transfiguration of Jesus came alive in my spirit and soul, making this journey a truly transformative experience.

The Hidden Wonders of the Red Sea.

As I sat in the submarine boat, descending into the depths of the Red Sea, I was greeted by a kaleidoscope of vibrant marine life. I was blown away by the scene - a symphony of colours: shimmering parrotfish, graceful angelfish, striking clownfish, chevron butterflyfish, and sergeant majors, each displaying hues that reflected the beauty and diversity of creation and the grand creator of ALL things.

These creatures, thriving in their natural habitat amidst intricate coral reefs, preached to me in their silent beauty, reconnecting me with God in a profoundly special new way. Being in the same waters that God had once parted for the Israelites filled me with an overwhelming sense of awe. The story of the Exodus took on a new, tangible meaning and reality as I floated above the waters that had once divided to reveal a path of deliverance.

This experience was a powerful reminder of God's undeniable majesty, sovereignty, power and almightiness. The underwater world of the Red Sea is not just a natural wonder but a divine masterpiece, evoking deep spiritual reflection and connection.

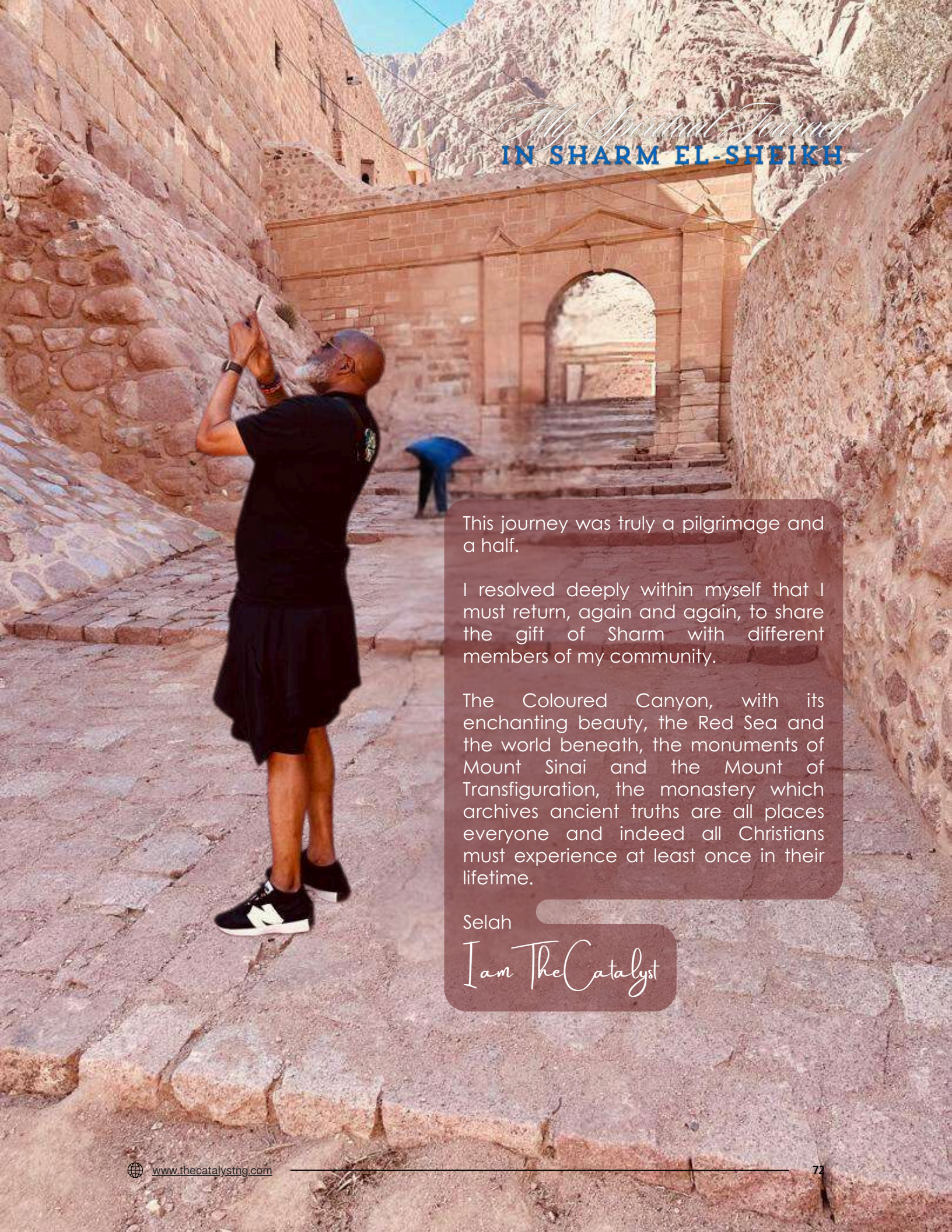
The Coloured Canyon

As my stay in Sharm drew to a close, I visited the Coloured Canyon, a natural wonder that left me utterly spellbound. The canyon's walls, adorned with vibrant hues of red, orange, and yellow, felt like a divine masterpiece painted by the very hand of God. Sculpted by wind and water over millennia, the formations revealed the awe-inspiring beauty and power of nature.

Walking through the canyon, I was enveloped in a profound sense of wonder and gratitude for my life. The intricate designs and vivid colours reminded me of the intentional and meticulous craftsmanship with which God created the entire world in just six days!

Every step through this geological marvel deepened my appreciation for life's extraordinary beauty.

Boarding my flight from Sharm El-Sheikh to Cairo, my heart overflowed with fulfillment from the spiritual enrichment and profound connections I had made. I felt touched physically, intellectually, emotionally, and spiritually—all at once.

A man with a beard, wearing a black t-shirt and shorts, is standing on a stone path and taking a photo with his smartphone. He is looking up at a large, ancient stone wall made of irregular blocks. In the background, there is a stone archway leading to another part of the ruins. The scene is set in a desert environment with rocky hills in the distance.

My Spiritual Journey IN SHARM EL-SHEIKH

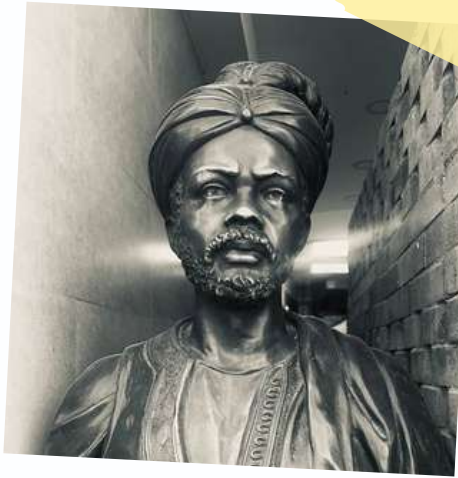
This journey was truly a pilgrimage and a half.

I resolved deeply within myself that I must return, again and again, to share the gift of Sharm with different members of my community.

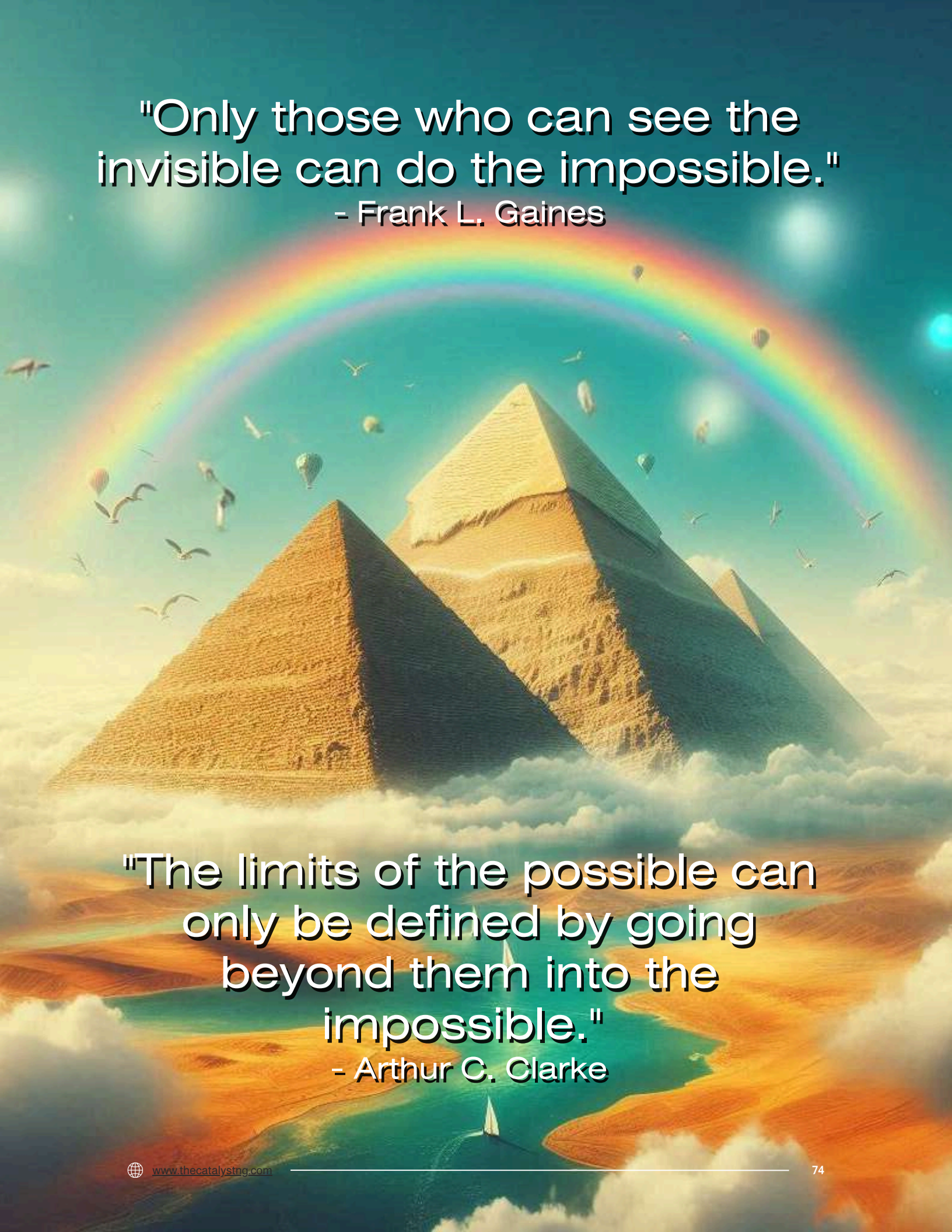
The Coloured Canyon, with its enchanting beauty, the Red Sea and the world beneath, the monuments of Mount Sinai and the Mount of Transfiguration, the monastery which archives ancient truths are all places everyone and indeed all Christians must experience at least once in their lifetime.

Selah

I am The Catalyst



The Catalyst

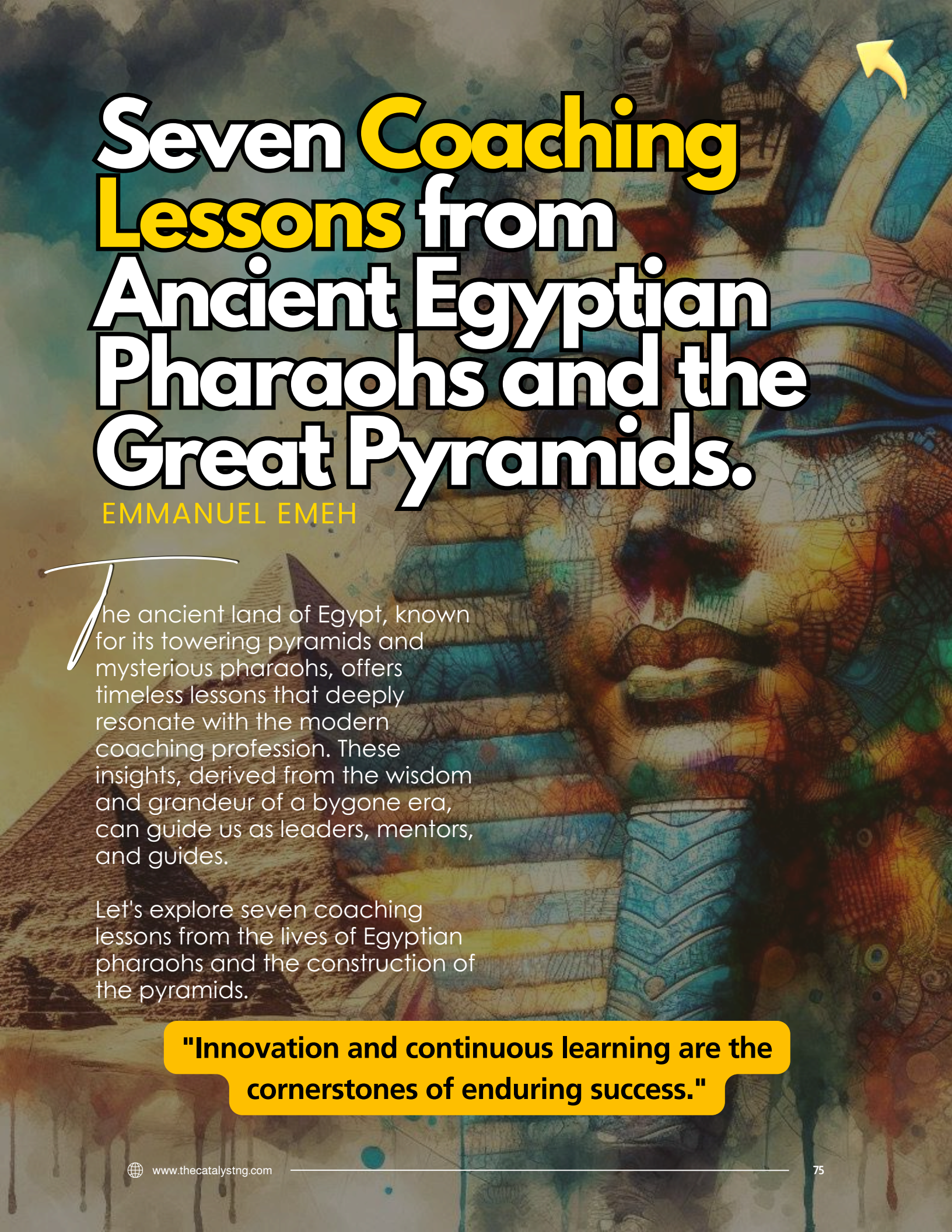


**"Only those who can see the
invisible can do the impossible."**

- Frank L. Gaines

**"The limits of the possible can
only be defined by going
beyond them into the
impossible."**

- Arthur C. Clarke



Seven Coaching Lessons from Ancient Egyptian Pharaohs and the Great Pyramids.

EMMANUEL EMEH

The ancient land of Egypt, known for its towering pyramids and mysterious pharaohs, offers timeless lessons that deeply resonate with the modern coaching profession. These insights, derived from the wisdom and grandeur of a bygone era, can guide us as leaders, mentors, and guides.

Let's explore seven coaching lessons from the lives of Egyptian pharaohs and the construction of the pyramids.

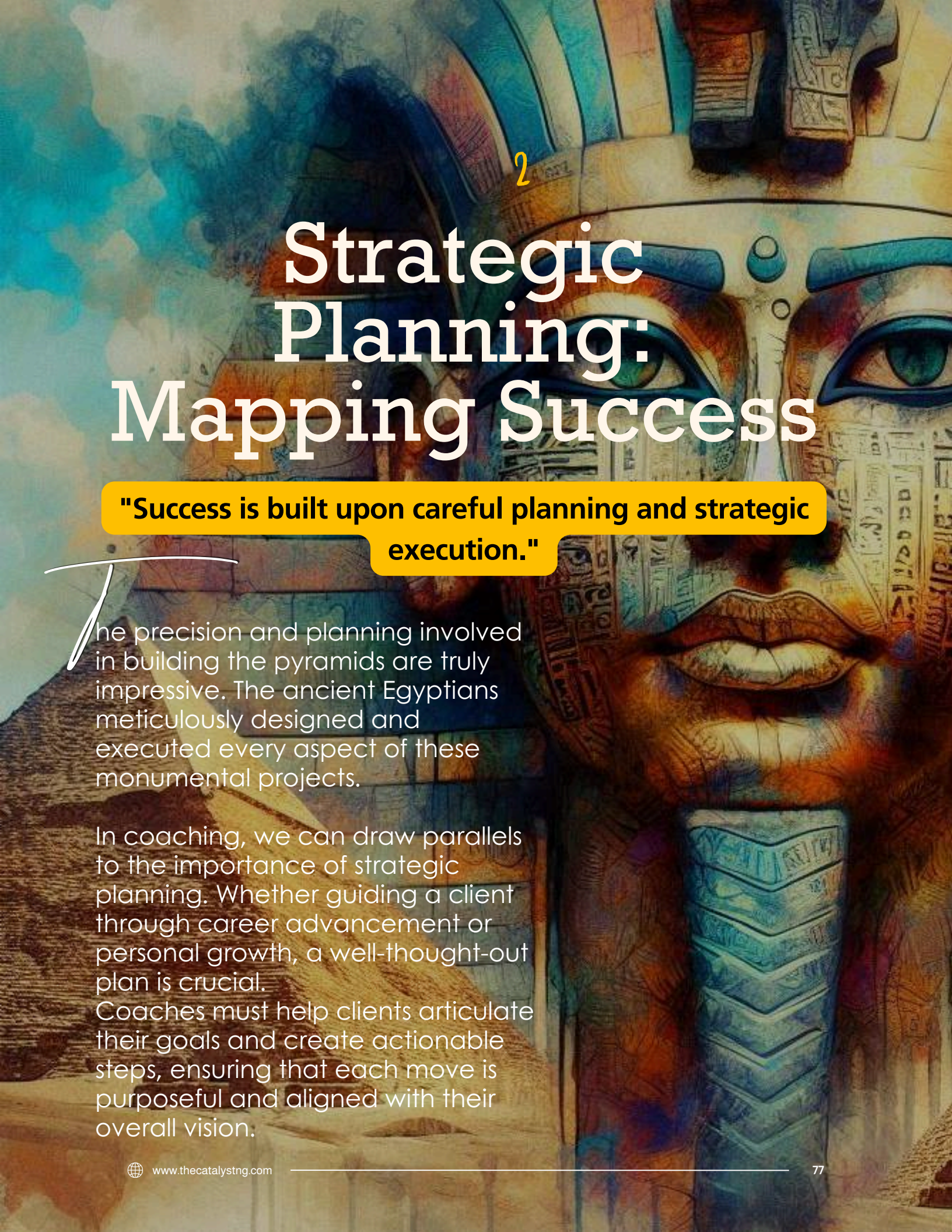
"Innovation and continuous learning are the cornerstones of enduring success."

Visionary Leadership: Creating a Lasting Legacy

"To achieve greatness, one must envision it first."

The construction of the pyramids, especially the Great Pyramid of Giza, showcases the visionary leadership of the pharaohs. These awe-inspiring structures were not just tombs; they represented an enduring legacy.

As coaches, we must encourage our clients to develop a clear and compelling vision for their lives. This vision will act as a guiding light, directing their actions and decisions as they strive to build a legacy that lasts.



2 Strategic Planning: Mapping Success

"Success is built upon careful planning and strategic execution."

The precision and planning involved in building the pyramids are truly impressive. The ancient Egyptians meticulously designed and executed every aspect of these monumental projects.

In coaching, we can draw parallels to the importance of strategic planning. Whether guiding a client through career advancement or personal growth, a well-thought-out plan is crucial. Coaches must help clients articulate their goals and create actionable steps, ensuring that each move is purposeful and aligned with their overall vision.

Resilience and Perseverance: Overcoming Challenges

"The path to success is often filled with challenges, but resilience turns obstacles into stepping stones."

The pharaohs faced numerous challenges during the construction of the pyramids, from overcoming engineering obstacles to managing labor. Their ability to persevere in the face of adversity teaches us the value of resilience.

Coaches must inspire their clients to persist, helping them navigate setbacks and challenges with determination and persistence. It is through overcoming obstacles that true growth and achievement are realized.

Empowering Others: Harnessing Collective Strength

"Great leaders inspire and empower others to achieve collective greatness."

The pharaohs recognized that their grand projects required the collective effort of thousands. They excelled at mobilizing and empowering their people.

In coaching, this translates to the power of collaboration and empowerment. Coaches should encourage clients to leverage the strengths of their networks, fostering teamwork and collaboration. By empowering others, we not only amplify success but also build a supportive community.

Continuous Learning: Embracing Innovation

"Innovation and continuous learning are the cornerstones of enduring success."

The Egyptians were pioneers of their time, constantly innovating to solve problems and improve their methods.

This spirit of continuous learning and innovation is crucial in coaching.

Coaches must advocate for lifelong learning, encouraging clients to remain curious, open-minded, and adaptable.

In a rapidly changing world, the ability to learn and innovate is a significant advantage.



Mindfulness and Reflection: Honoring the Journey

"Reflect on your journey, for it is in understanding the past that we pave the way for a brighter future."

The intricate rituals and practices of the pharaohs reflect a deep sense of mindfulness and reflection. They honored their journey and the journey of those who came before them.

Coaches can incorporate mindfulness into their practice, encouraging clients to reflect on their experiences, celebrate their progress, and learn from their past.

Mindfulness fosters self-awareness and clarity, essential components of personal growth.

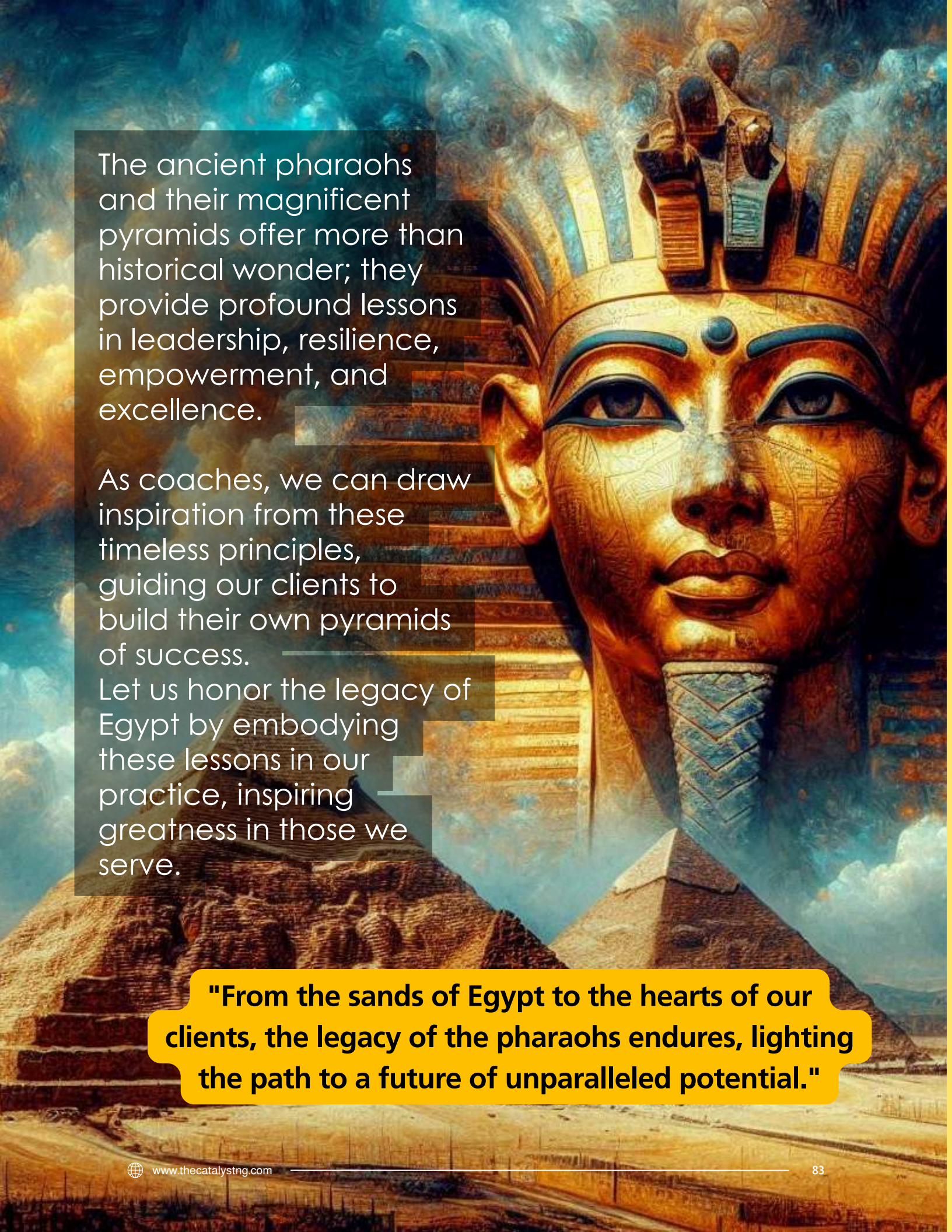
Legacy of Excellence: Striving for Perfection

"Strive for excellence in all endeavors, for it is in the pursuit of perfection that we find our greatest potential."

The pharaohs' relentless pursuit of excellence is evident in the perfection of the pyramids. This commitment to excellence is a powerful coaching lesson.

Coaches should inspire clients to strive for their best, fostering a mindset of continuous improvement and excellence.

While perfection may be elusive, the pursuit itself drives progress and achievement.



The ancient pharaohs and their magnificent pyramids offer more than historical wonder; they provide profound lessons in leadership, resilience, empowerment, and excellence.

As coaches, we can draw inspiration from these timeless principles, guiding our clients to build their own pyramids of success.

Let us honor the legacy of Egypt by embodying these lessons in our practice, inspiring greatness in those we serve.

"From the sands of Egypt to the hearts of our clients, the legacy of the pharaohs endures, lighting the path to a future of unparalleled potential."



COACHING & COACHING COMMUNITIES:

Why You Need One

The International Coaching Federation defines coaching as “Partnering with clients in a thought-provoking, creative process that inspires them to maximize their personal and professional potential.”

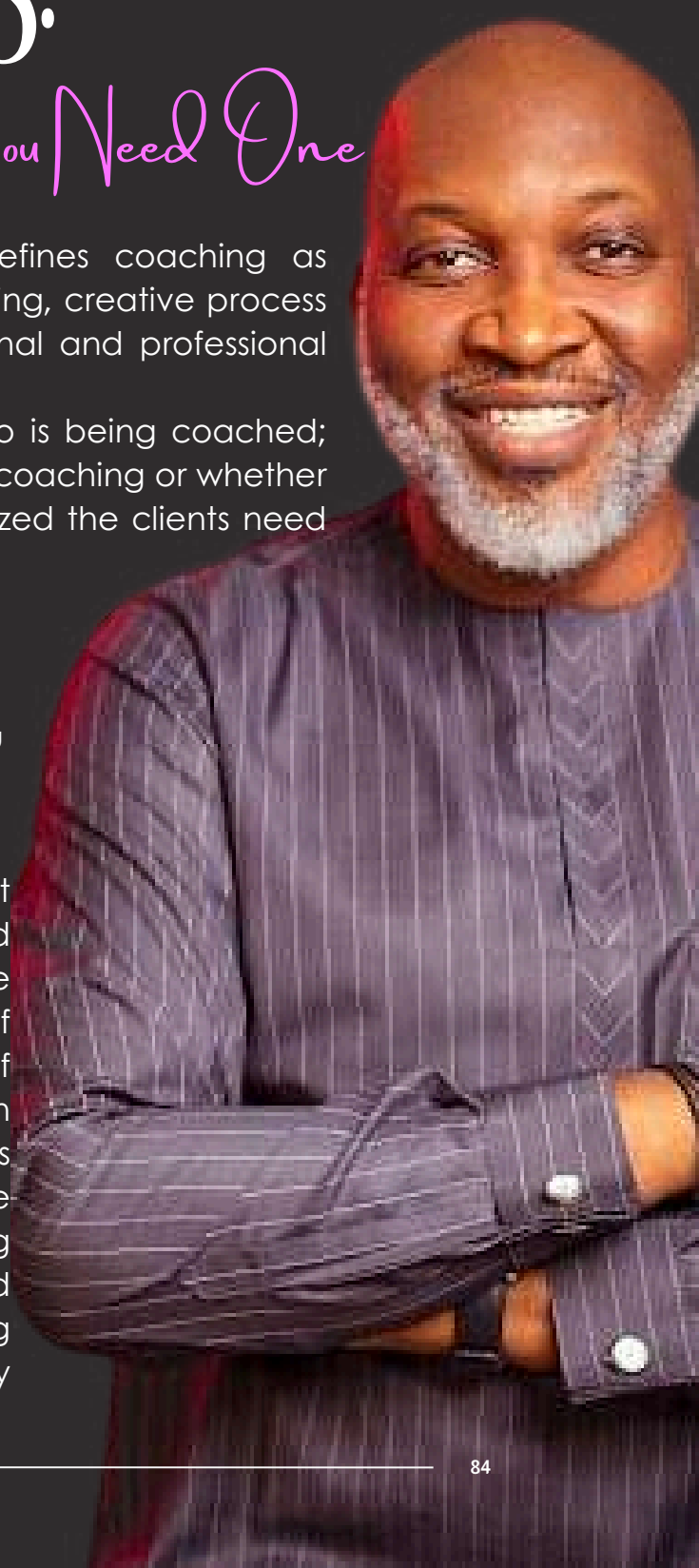
The Client here refers to the individual who is being coached; whether he or she recognized the need for coaching or whether a sponsor (individual or corporate) recognized the clients need for coaching and sought a coach.

The process of coaching usually unlocks previously untapped sources of imagination, productivity and leadership.

I humbly proffer two (three) reasons why you need a coach.

1. A Coach is your Thinking Partner

In 2016, Guinness ran one of the most powerful and most memorable ads. The ad was about a man called Udemé and the powerful tagline was “There’s a drop of greatness in everyone”. This reminds me of our clients. Very often, the answer lies within you. Contrary to popular belief, the coach is not there to tell you what to do or provide advice. By providing a safe space, observing emotional shifts, powerful questions and more, coaches acts as your ‘thinking partner’, provoking self-awareness, clarity and actionable next steps.



COACHING & COACHING COMMUNITIES: *Why You Need One*

2. The World we live in

With all the advances in technology and science that brings increased comfort, enjoyment and speed, we live in a world described as VUCA (volatile, uncertain, complex and ambiguous). Disruptions have come in the forms of technology, social issues, the 2020 pandemic and more. From Business Leaders, Entrepreneurs, Middle Managers, Public Officers and New Graduates – everyone is trying to navigate the new world of work, make sense of the future,

manage stress and attain their personal or professional goals. Coaching to the rescue!

There's an African proverb that goes "If you want to go fast, go alone – if you want to go far, go together". We all have goals we want to reach, challenges we're striving to overcome and times when we feel stuck. While reaching out to a friend, family member or trusted colleague has some benefits, partnering with a trained and experienced coach can change your life, setting you on a path to greater personal and professional fulfilment.



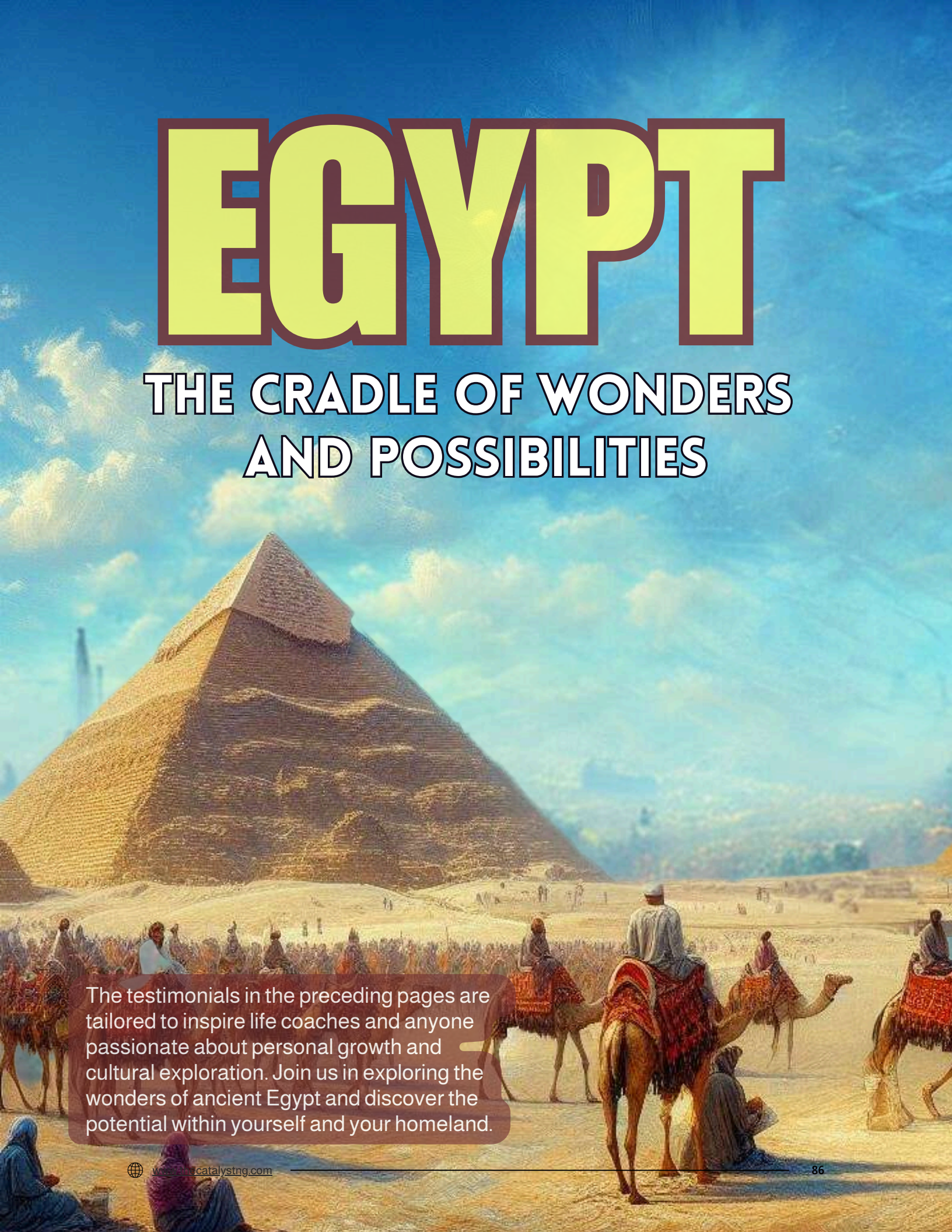
Akanimo Ekong

Akanimo Ekong

is a Leadership & Executive Coach
and is currently the President of the
International Coaching Federation (Nigeria)

EGYPT

THE CRADLE OF WONDERS AND POSSIBILITIES



The testimonials in the preceding pages are tailored to inspire life coaches and anyone passionate about personal growth and cultural exploration. Join us in exploring the wonders of ancient Egypt and discover the potential within yourself and your homeland.

As life coaches, counsellors, therapists and seekers of growth, we often dive into the past to illuminate the future. Few places evoke the grandeur of human achievement and the profound depths of our potential quite like the ancient land of Egypt. This storied realm, with its timeless monuments and whispered legends, invites us to explore not just its sands, but the limitless possibilities it holds for Africa and the world.

The African Legacy

Egypt is more than a destination; it is a jewel in the crown of Africa. The achievements of ancient Egypt are a testament to the ingenuity and resilience of African civilizations. This rich heritage challenges narrow perceptions of African history, showcasing a continent that has been a cradle of innovation, culture, and leadership.

Inspiring Future Possibilities

As we walk through the ruins of Karnak Temple or gaze upon the serene visage of the Sphinx, we are reminded of the boundless potential within us. The ancient Egyptians were visionaries, transforming their dreams into stone and legacy. This historical context serves as a powerful metaphor for what modern Africa can achieve.

Imagine a continent where the spirit of innovation and resilience is reignited, where lessons from the past shape a future of limitless possibilities. The same ingenuity that built the pyramids can drive advancements in technology, governance, and culture. The same determination that carved temples out of mountains can forge new pathways in education, healthcare, and sustainable development.

Emmanuel Emeh

A Call to Adventure

To our readers, life coaches, and dreamers, Egypt calls you to walk its ancient paths, to stand in the shadow of its monuments, and to let the echoes of its history stir your soul. Feel the pulse of the Nile, the lifeblood that sustained empires, and let it remind you of the currents of potential flowing through Africa today.

Egypt is more than a destination; it is an awakening. It is a testament to what humanity can achieve when we dream big and work tirelessly. As we draw inspiration from the past, let us also look forward, envisioning a future where Africa's legacy of greatness continues to thrive.

In the sands of Egypt, the possibilities are as endless as the horizon. Let us step boldly into that expanse, carrying with us the spirit of the pharaohs, the wisdom of the ancients, and the dreams of a continent on the rise. It is possible, Africa!

**The same
ingenuity that
built the
pyramids can
drive
advancements
in technology,
governance,
and culture.**

MY EGYPT

Diary

The trip to Egypt with The Catalyst was transformative, as expected from his programs. It led to personal growth and sparked a collective awakening among all participants.

The program, "50 Secrets of the Wealthiest People in the World," awakened my potential. It explored the secrets with profound scriptural references, making me reflect on how my thought patterns influence my choices and how I can turn failure into opportunities. It also taught me how to navigate different seasons of my life and strategically plan for my purpose.

The second part of the program, IT IS POSSIBLE - Egypt (IIP-Egypt), focused on releasing our limiting thoughts and beliefs. It guided us through a step-by-step process to understand that anything is achievable if we believe in it.

Before meeting The Catalyst, I felt something missing in my life and had a strong desire to break free from limitations. Meeting The Catalyst helped me identify my limiting beliefs and find a path toward liberation.

Desire F K Barugahare

In Egypt, I witnessed fellow participants undergo emotional catharsis. Personally, I reached a heightened level of self-awareness, rediscovered aspects of my African identity, and unlocked dormant potential.

Our tour guide provided historical context to Egypt's wonders. Among the awe-inspiring details of Egypt, two moments stood out profoundly.

One memorable experience occurred inside a tomb where my friend Nma and I descended into the depths. As we explored, I had a vision that elevated my understanding of the power of unity. This realization underscored the importance of African unity, emphasizing the need to activate our unique abilities and cultural richness.

During a visit to a museum, I encountered a sculpture of a scribe whose eyes seemed to come alive in the presence of light. This was a powerful symbol of the importance of individual contributions to history. Reflecting on our own African narrative, I realized the significance of actively shaping our own story and rejecting any external narratives that seek to overshadow our voices.

In essence, my trip to Egypt was a catalyst for personal and collective transformation, prompting deep introspection and a renewed commitment to shaping our narrative as Africans.



MY EGYPT EXPERIENCE

The pyramids of Egypt showed me an incredible legacy that has continued to give. It is continuously influencing and impacting various generations all over the world. Born from a narrow belief in eternity, it has transitioned to a legacy that upholds the statehood of Egypt. It has also become the reference point of the birth of civilization for the rest of the world and a compass for understanding and appreciating the power that is Africa.

Seeing the pyramids firsthand and embracing the aura of their grandeur certainly made me proud of Africa. I am now more aware of why Africa remains hunted. I now appreciate the true strength of Africa as the source. In Egypt, I found the essence of that source.

I am also able to recognize the fact that Africa is abundant and continues to hold the secret to the abundance the world keeps seeking, as exhibited in the various generations of Pharaohs and how they navigated power in rulership and the application or otherwise of justice and equity.

The trip to Egypt has reaffirmed my position as a global citizen. My subconscious was always aware of this and the source of my DNA's abundance and pride was resurrected in this trip.





The reason for the haughtiness in my being was understood and owned. Maya Angelou had alluded to this in her poem... Still, I Rise... "Does my haughtiness offend you?" she asked, and I add that the tilt in my chin which my DNA imputed was understood when I stepped into the spirituality of the Coptic Museum and the safe home of the baby Jesus, for without that space I would not have been gifted Christendom. So yes, Egypt consolidated and asserted my confidence and my resilience in the face of adversity. It is a life that I and all my fellow Africans continue to live.

The pyramids of Egypt showed me an incredible legacy. A that has continued to give. It is continuously influencing and impacting various generations all over the world: Born from a narrow belief in eternity, it has transitioned to a legacy that upholds the statehood of Egypt. It has also become the reference point of the birth of civilization for the rest of the world and a compass for understanding and appreciating the power that is Africa. Seeing the pyramids firsthand and embracing the aura of their grandeur certainly made me the reason for the pride of Africa.

I am now more aware of why Africa remains hunted. I now appreciate the true strength of Africa as the . In Egypt, I found the of that source.

I am also able to locate the fact that Africa is abundance and continues to hold the secret to the abundance the world keeps seeking. ... the Egyptian Museum and its vast collections define this!

Africa also holds the secret to and the answer to its survival... exhibited in the various generations of Pharaohs and how they navigated power in rulership and the application or otherwise of justice and equity.

The trip to Egypt has reaffirmed my position as a global citizen. my subconscious was always aware of this and the source of my DNA's abundance and pride was resurrected in this trip.

The reason for the haughtiness in my being was understood and owned.

Maya Angelou had alluded to this in her poem... Still, I Rise...

... Does my haughtiness offend you?
...She asked

and I add that the tilt in my chin which my DNA imputed was understood when I stepped into the spirituality of the Coptic Museum and the safe home of the baby Jesus for without that space I would not have been gifted Christendom.

So yes Egypt consolidated and asserted my confidence and my resilience in the face of adversity. a life that I and all my fellow Africans continue to live

Elizabeth Jibunoh



MY EGYPT EXPERIENCE

The trip opened my eyes to our rich heritage as Africans. I was impressed with the ancient civilization that's still drawing people daily from all over the world. It showed me that Africa is blessed and powerful. It showed me how rich Africa is and that we are leaders and influential. We are more than what they label us as third-world countries. I felt I connected with my roots, the wisdom and wealth of Africa.

Looking at the museum and pyramids, I saw the creativity and foresight of Egypt.

It was also spiritual as I saw where Jesus, Mary, and Joseph stayed when they sought asylum in Egypt. It made the scriptures very real and the price God paid to save mankind.

I enjoyed the love and fellowship with everyone, most of whom I was meeting physically for the first time. The love among us was palpable.



EGYPT WITH THE CATALYST

My Experience

Nma Marylyn Uwalaka

I accepted The Catalyst's invitation to his popular event, It Is Possible (IIP), which was scheduled to be held in Cairo, Egypt in April 2024. After actively participating in his 70-day transformational Meditation, Affirmation, and Prayers (MAP) challenge, accepting this invitation was a natural next step for me.

From the moment I decided to embark on this journey, I experienced an almost inexplicable provision and ease, which further confirmed that this was a good decision.

THE WHATSAPP GROUP

A WhatsApp group named "Egypt Trip" was soon created to ensure community and administrative convenience. My goodness! If this WhatsApp group was all I benefited from, I would already be fully satisfied. The energy in the group was rich, premium, pure, beautiful, and deeply satisfying. The Catalyst's team attended to members of the group with priceless care and duty.

The services rendered ranged from affirmations to the minute details of the weather conditions and recommended outfits for maximum comfort. Our fears and concerns were acknowledged, attended to, and completely resolved. It was simply beautiful.

ARRIVAL IN EGYPT

By April 2024, all fifteen (15) of us who indicated interest in the trip had arrived in Cairo. There were many hugs as most of us were meeting each other in person for the first time. We shared so much laughter that some of the hotel staff requested to take pictures with us, acknowledging our joyful energy.

The evening officially took off with a boat cruise dinner with TC on the Nile River. I was overly excited when I saw TC step into the boat as it was the first time I was seeing him in person. He made all of us feel welcome and relaxed. The next three days were filled with beautiful fellowship, meditation, prayers, group outings, sightseeing, visits to strategic places, and of course, the IIP event.





IT IS POSSIBLE (IIP) EGYPT

The IIP event started with a Masterclass on the secrets to enduring wealth. The class was as spiritual as it was mental and academic. We had group activities where we worked in teams to consolidate our newly imbibed knowledge. By afternoon, over 80 more people joined us for the IIP.

The IIP was highly impactful. With what seemed like compressed time and clinical precision, our minds were transformed from limitations to an unrestricted belief that all our dreams and visions were truly possible!

DEPARTURE FROM EGYPT

The night before we departed from Egypt, we were all invited to an all-expense-paid dinner with TC. It was another beautiful bonding time, celebration, chatter, and gift-sharing. There were also moments of tears as we expressed our gratitude to God and each other. The love and feeling of camaraderie among us were rich and palpable.

Everyone's itinerary was monitored, and we celebrated every announcement of a safe return to our different homes. All 15 of us reported our safe return.

THE WAY FORWARD

I left Egypt with a firm understanding that it is possible. I saw my true self and ancestry in Egypt. I had a clear vision of who I have been made to be, and I will spend the rest of my existence following God's compass for my life.

I remain grateful to God Almighty, The Catalyst, his team, and all fellow participants of the just-concluded Egypt IIP Trip. My life is so much better because I had all of you in it.

Unveiling Ancient Wonders: A Life-transforming Journey

I am a proud Ugandan, and I was honored to join The Catalyst, Dr. Lanre Olusola, and a group of remarkable coaches from across the globe on a transformative trip to Cairo, Egypt. This unforgettable adventure was filled with historical marvels, cultural immersion, and personal growth.

The highlight of my journey was undoubtedly the iconic pyramids of Giza. Standing majestically against the desert backdrop, these ancient structures left me in awe of the ingenuity and craftsmanship of the Egyptians who built them thousands of years ago. Exploring the pyramids was a mind-blowing experience. The intricate passageways and chambers showcased the remarkable engineering prowess of the ancient builders and the immense sacrifices they made, leaving an indelible mark on Egypt's history and economy.

In addition to the pyramids, we visited the renowned Egyptian Museum in Cairo. Home to an unparalleled collection of artifacts from ancient Egypt, the museum was a treasure trove of history. From the golden treasures of Tutankhamun to the beautifully crafted statues and sarcophagi of pharaohs and nobles, each exhibit offered a glimpse into the rich tapestry of Egypt's past. Wandering through the museum's halls, I felt transported back in time, surrounded by artifacts that spoke volumes about the culture, religion, and daily life of the ancient Egyptians.

A woman with dark skin, wearing a dark blue t-shirt, dark blue pants, white sneakers, a black hat, and a pink headscarf, is posing in the desert. She is smiling and has her right arm raised, pointing towards the Great Pyramids of Giza in the background. The pyramids are visible under a clear blue sky. The ground is sandy and rocky.

My trip to Cairo was not just a journey through history but also an opportunity to immerse myself in the vibrant culture of modern-day Egypt. I savored traditional Egyptian cuisine on a boat cruise on the Nile River, where the significance of the Nile to the Egyptian people was palpable. Knowing that the source of the Nile is in my home country, Uganda, filled me with pride. The infrastructure development around the Nile in Egypt inspired me, helping me visualize the potential of the Nile in Uganda in the years to come.

Bargaining in bustling bazaars, embracing the local culture, and forging connections with fellow coaches made every moment of our adventure memorable. This journey left me with memories that will last a lifetime and a deeper appreciation for the wonders of ancient Egypt and the potential of my own country.

Embracing Abundance: Lessons from Egypt

In Egypt, surrounded by the opulence of beautiful hotels and the rich tapestry of history, I experienced a profound shift in perspective. Standing amidst such wealth and splendor, I realized the potential within me to partake in the abundance that awaited.

It dawned on me that a limited mindset had held me back, convincing me that I did not have enough to afford such experiences. By believing this, I had inadvertently made my SOURCE seem small, forgetting the boundless nature of God.

Living in the here and now, I am committed to transforming my mindset from one of lack to one of abundance. My faith reminds me that God supplies all my needs according to His riches in heaven. I can afford to live a life of abundance in every area of my life.

The Egypt experience has been transformative, teaching me that with the right mindset, focus, drive, and commitment, all things are possible. The awe-inspiring pyramids, built by African men and women, are a testament to human tenacity and ingenuity. Each pyramid took about 30 years to build, and the stamina and resilience of these early Egyptians in the face of desert hardships are both humbling and exciting.



The belief in the afterlife drove the Egyptians to prepare meticulously, and those who built the pyramids often lost their lives in the process. Yet, their unmatched tenacity and spirit remained unbroken. Reflecting on this, I see that the qualities of my ancestors—resilience, perseverance, and an unyielding spirit—are also within me. This realization begs the question: How am I living my life? Am I exploring my full potential, or am I selling myself short?

I must make conscious changes to start living a full, impactful life. A life that ensures I will be remembered even after I have returned to my Father, my Source.

There are no excuses for living a life of mediocrity. I must awaken to the abundance within and around me, striving to live a life of true value. Just as the early Egyptians built monuments that stood the test of time, I am inspired to build a legacy of my own. By embracing the mindset of abundance and resilience, I can create a life of significance, impacting those around me and leaving a lasting mark.

Egypt has not just been a journey through history but a journey into the potential within, urging me to live life to the fullest.

IT IS POSSIBLE, UGANDA

My Experience

With determination, anything imaginable can be achieved. Those who have unwavering belief see endless possibilities.

It was a great privilege to host It is Possible Uganda (IIP-Uganda) in my homeland in 2023.

During Dr. Lanre Olusola's delivery of IIP-Zambia and the "50 Secrets of the Wealthiest People in the World," I was captivated by his persona and curious about the substance of his discourse.

Inspired by the enriching experience of IIP-Zambia, I felt compelled to bring Dr. Lanre's message of human potential, hope, healing, and the importance of stepping beyond comfort zones while preserving individual identity to my fellow Ugandans.

After witnessing the transformative impact of Dr. Lanre's teaching, I knew I had to share this wisdom with my compatriots. Despite universal life circumstances, we have the power to shape our narratives and lead triumphant lives.

On May 18th and 19th, 2023, Dr. Lanre electrified the audience with his delivery of IIP-Uganda and the "50 Secrets of the Wealthiest People in the World." The event, attended by over 80 participants in the opulent Katonga room, left a lasting impression. Dr. Lanre's attention to detail is evident in every aspect of his work.

Desire Barugahare





As Proverbs 23:7 (KJV) says, "For as a man thinketh in his heart, so is he." Dr. Lanre challenges us to examine our thoughts and ensure they align with our desired lives. Through strategic interventions, he guides us towards our envisioned destinies.

Our aspirations are often hindered by our own mental barriers. The key to bridging the gap between our present and desired selves lies in our thoughts, which ultimately manifest in our speech and actions.

During his time in Uganda, Dr. Olusola appeared on four national television networks, addressing the entire nation and reaching viewers both within the country and abroad.



As I write these reflections, IIP-Egypt is just two days away. Inspired by the impact of IIP-Uganda, some Ugandans have embarked on a journey to Egypt to experience this transformative event.

Being a member of Dr. Lanre's community, known as Transformers, and regularly tuning in to his messages on Clubhouse every Wednesday and Sunday, I have undergone a profound personal transformation. I now have clarity about my purpose, the journey towards it, and my overall significance, far beyond what I could have achieved otherwise.



EMMANUEL EMEH



COLLINS ALUNOMOH



KEMI OYE



ORE IBRAHIM



CHUKIE WILLIAMS



IDONGESIET PETER



FEMI ADEWALE



BANKE IDOWU



JRONKE ADEBANJO



JENNIFER OBINYELAKU



DAMILOLA MICHAEL



DESIRE BARUGAHARE

THE CATALYST INTERNATIONAL THINK-TANK



SAYO ALABO





EXECUTIVE COACHING & SELF MASTERY FOR HR PRACTITIONERS

A 16-WEEK INTENSIVE COURSE

with

DR. OLUSOLA LANRE
The Catalyst, OLCA Coaching Academy

STARTING:
JULY 2024

COURSE INVESTMENT

\$2500

10% OFF on investments received before
18th June 2024



<http://bit.ly/hr-coaching-olca>



Dear Executive,



How will you Survive, Thrive and Succeed in this VUCAD (Volatile, Uncertain, Complex, Ambiguous, and Disruptive) WORLD as an executive, consultant, leader, and HR practitioner?

My extensive experience in coaching over the last 2 decades, with a diverse range of leaders and executives has equipped me to empower professionals with the essential and practical skills and tools needed to navigate this dynamic VUCAD landscape.

Coaching;

- Enhances self-awareness
- Increases emotional intelligence
- Delivers adaptive leadership skills
- Empowers leaders to effectively drive improved performance, productivity and profitability
- Helps improve innovation within organizations.

Attend our Executive Coaching & Self Mastery Programme for Leaders and HR Practitioners and gain all these benefits and much more.

Research reveals that Coaching is the most preferred and effective continuous learning and development intervention for executives, leaders and organizations.

If you want to;

- Enhance your leadership capabilities
- Better support and develop your teams
- Significantly boost employee engagement, retention, and overall productivity.

Click this link now <https://bit.ly/hr-coaching-olca>

Powered by OLCA Coaching Ltd.

Delivered by The Catalyst, Dr Lanre Olusola.

We have consistently done this for over 2 decades.
Looking forward to seeing you on this program.

Shalom

Team Catalyst





The
Catalyst.

IT IS Possible



Mauritius

Develop a
WEALTH
MINDSET

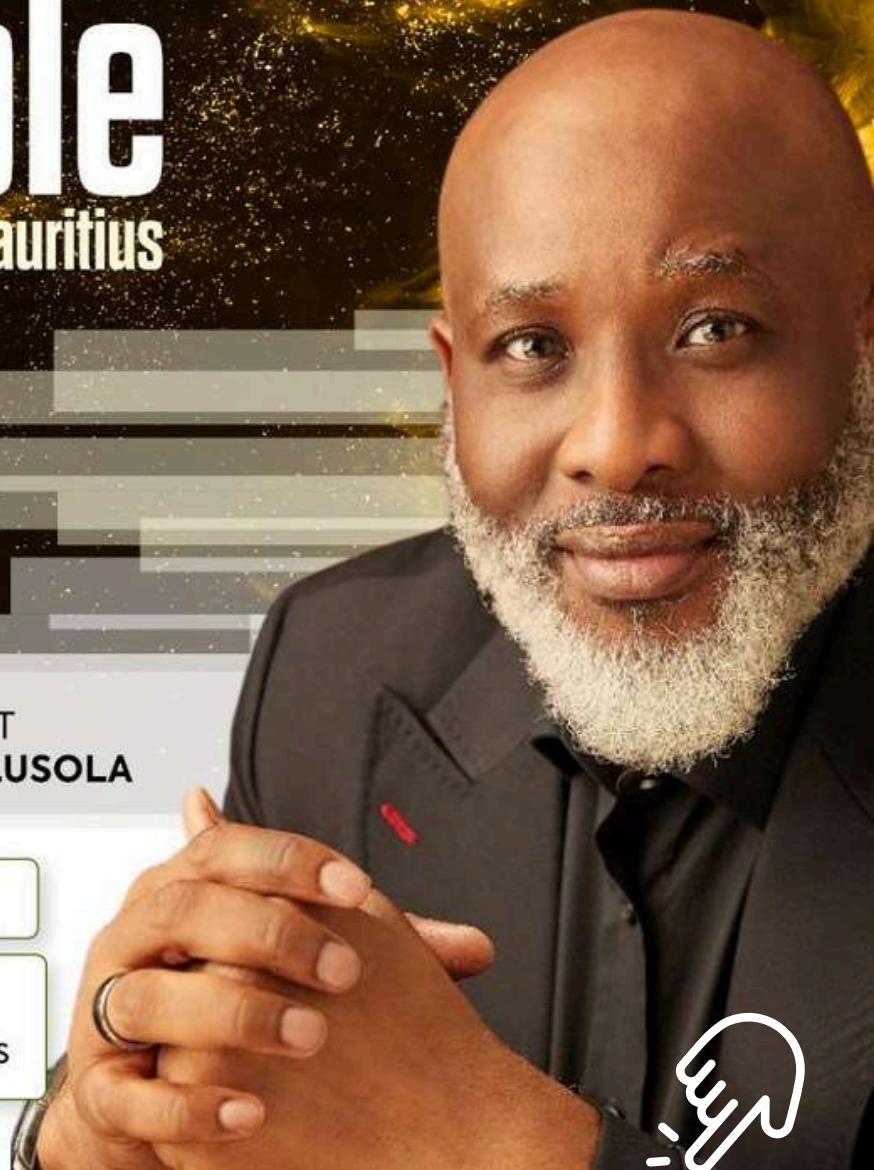
WITH THE CATALYST
DR LANRE OLUSOLA

JULY 13, 2024

4PM (GMT+4)

To register, visit
thecatalystng.com/iip-mauritius

<http://theCatalystng.com/iip-mauritius>





ACADEMY CALENDAR

2024

OLCA
COACHING

Why OLCA - Olusola Lanre
Coaching Academy
olcang.com

Dear Friends,



As the founder of OLCA Coaching Ltd, it is my utmost pleasure to extend a warm welcome to you as you embark on a journey of personal and professional development with us.

OLCA Coaching Ltd, a Limited Liability Company, operates at the intersection of Neuroscience, Psychology, and Coaching.

Our mission is clear: to transform lives and organizations by leveraging Coaching, Psychology, Psychodynamics, Systems Thinking, and Neuroscience. We go beyond traditional methods, providing effective and impactful interventions that reshape lives, minds, teams, and organizations.

Our legacy of success is etched in the stories of thousands of individuals and groups who have undergone transformative experiences through our trainings, workshops, and strategy retreats. Over 500 certified Coaches, Workplace Psychologists, and Neuro-Linguistic Programming Practitioners currently thrive across diverse industries, a testament to the efficacy of OLCA Coaching Limited approach.

OLCA's affiliation with esteemed institutions like NCFE and ABC, through Study House, UK, ensures that our certification courses yield globally recognized diplomas. As an Accredited Management Training Institution under the Nigerian Council for Management Development, OLCA guarantees the highest standard of coaching education.

40% of the members of International Coaching Federation, Nigeria Chapter (ICFN) are alumni of OLCA Coaching Ltd. This is testament to the thousands of Coaches across the globe that have entrusted us with their professional development, recognizing the quality and effectiveness of our courses. We take great pride in our role as a leading coaching academy in Africa and are dedicated to continuously enhancing our offerings to meet the evolving needs of our diverse students.

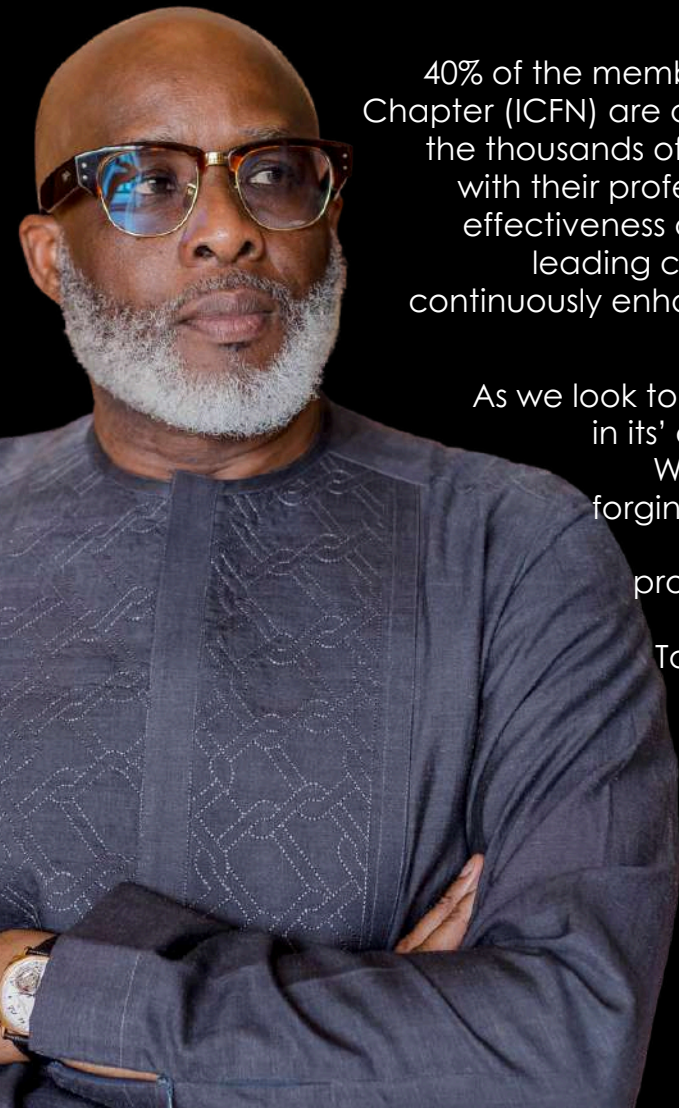
As we look to the future, OLCA Coaching Ltd remains steadfast in its' commitment to continuous growth and expansion.

We are dedicated to exploring new opportunities, forging strategic partnerships, and leveraging emerging technologies to further elevate the coaching profession and empower individuals across the globe.

Once again, welcome to OLCA Coaching Ltd. Together, let us embark on a transformative journey towards excellence, impact, and transformation.

Warm regards,
The Catalyst,

Dr. Lanre Olusola
Founder, OLCA Coaching Ltd





OLCA
COACHING LIMITED

Academy Calendar 2024



Why OLCA - Olusola Lanre
Coaching Academy

olcang.com



**June
21-22**

Life Design and
Mapping

₦225,000

**June
21-28**

Life Coaching
Certification Course

₦925,000

**July
19-21**

Master Coaching
Certification Course

₦495,000

**Aug.
16-17**

Self-Mastery
Course

₦225,000

**Aug.
16-23**

Neurolinguistic
Programming (NLP)
Level 1

₦925,000

**Sept.
26-27**

Science of Healing
Abundance Restoration
& Peace (SHARP)

₦235,000

**Sept.
26-29**

Emotional Freedom
Techniques (EFT) &
Matrix Re-imprinting
Level 1

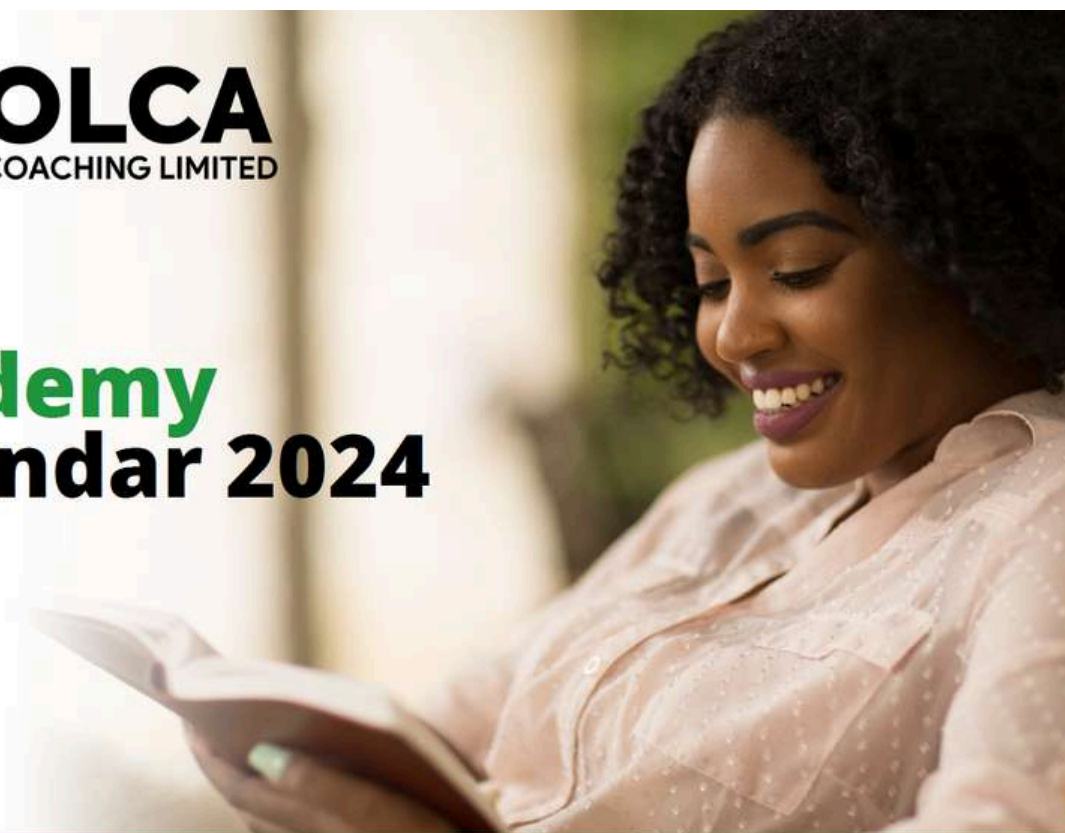
₦465,000

**Oct.
18-19**

Self-Mastery
Course

₦225,000

Academy Calendar 2024



**Oct.
18-25**

Neurolinguistic
Programming (NLP)
Level 2

₦925,000

**Nov.
14-15**

Science of Healing
Abundance Restoration
& Peace (SHARP)

₦235,000

**Nov.
14-17**

Emotional Freedom
Techniques (EFT) &
Matrix Re-imprinting
Level 2

₦465,000

**Dec.
6-7**

Self-Mastery
Course

₦225,000

**Dec.
6-13**

Neurolinguistic
Programming (NLP)
Level 3

₦925,000



OLCA
COACHING LIMITED

UK Diploma Courses



**SELF-PACED
LEARNING**



Cognitive Behavioural
Therapy (CBT)

£1,499



Psychology

£1,499



Advanced Psychology

£1,499



Child Psychology

£1,499



Educational Psychology

£1,499



Counselling

£1,499

*Please note that the stated
fees may be subject to change*



UK Diploma Courses



**SELF-PACED
LEARNING**



Drug and Alcohol Counselling
Level 3 & 4

£1,499



Understanding Abuse and
Trauma

£1,499



Understanding Addictions
diploma

£1,499



Understanding Grief and
Loss diploma

£1,499



Understanding Personality
Disorders level 3

£1,499



Organizational Psychology

£1,499

*Please note that the stated
fees may be subject to change*



OLCA
COACHING LIMITED

Program Structure for UK Courses



**Registration and uptake for UK
courses are quarterly**

Registration for courses to be taken in Q1 begins on the 1st of January and closes on the 20th of January. Q1 Courses will run from January to March.

Registration for courses to be taken in Q2 begins on the 1st of April and closes on the 20th of April. Q2 Courses run from April to June.

Registration for courses to be taken in Q3 begins on the 1st of July and closes on the 20th of July. Q3 Courses run from July to September.

Registration for courses to be taken in Q4 begins on the 1st of October and closes on the 20th of October. Q4 Courses run from October to December.



PSYCHOLOGY LEVEL 2 DIPLOMA

£1,611

Please note that the stated fees may be subject to change

PSYCHOLOGY LEVEL 2 DIPLOMA

The objectives of this home study Psychology course are to:

- Develop an understanding of the nature of psychology
- Examine the way in which human actions can be explained on a number of different levels
- Distinguish between emotional experience, expression and psychological responses
- Examine the nature of sensation and perception
- Understand the process of memory
- Distinguish between the characteristics of classical and operant conditioning
- Consider parent-child interaction
- Evaluate how we form impressions of people
- Consider the processes of social facilitation and social influence

This Distance Learning Psychology course is designed to give you comprehensive understanding and knowledge to help you apply to your career and improve your skills in the field of psychology.

CONTENT

- What is Psychology?
 - Different Approaches to Psychology
 - Research in Psychology
 - Signs of Emotion
 - Theories of Emotion
 - Stress and Anxiety
 - Sensation and Perception
 - Factors affecting Perception
 - Why do we remember?
 - Remembering and Forgetting
 - The Reliability of Memory
 - Classical and Operant Conditioning
 - Applications of Classical and Operant Conditioning
 - Other Kinds of Learning
 - Parent – Child Interaction
 - Attachment and Separation
 - Sexual Development and Gender Identity
 - Impressions of People
 - Prejudice and Discrimination
 - Reducing Prejudice
 - Social Pressure on the Individual
 - Group Norms and Conformity
 - Conformity to Roles and Obedience
-



ADVANCED PSYCHOLOGY LEVEL 4 DIPLOMA

£1,611

Please note that the stated fees may be subject to change

ADVANCED PSYCHOLOGY LEVEL 4 DIPLOMA

This Advanced Psychology course is designed for people who wish to gain an advanced understanding of the principles and practice of Psychology. Students must have completed an introductory course in a Psychology discipline before undertaking this programme.

The course covers the following:

- Perspectives on Psychology
- Social Psychology
- Cognitive Psychology
- Child Development
- Psychology and Atypical Behaviour
- Research Methods

THE COURSE IS DIVIDED UP INTO SIX MODULES:

Module 1 – Perspectives on Psychology [Tutor Marked Assignment A]

Unit 1 – What is psychology?

Unit 2 – The biological approach

Unit 3 – Behaviourist and cognitive approaches

-
- Unit 4 - Person-centred approaches
 - Unit 5 - Methods and debate in psychology

Module 2 – Social Psychology [Tutor Marked Assignment B]

- Unit 6 - Attitudes
- Unit 7 - Social influence
- Unit 8 - Obedience
- Unit 9 - Social cognition
- Unit 10 - Applied social psychology

Module 3 – Cognitive Psychology [Tutor Marked Assignment C]

- Unit 11 - Perception
- Unit 12 - Attention
- Unit 13 - Remembering
- Unit 14 - Forgetting
- Unit 15 - Language
- Unit 16 - Thinking
- Unit 17 - Problem solving and artificial intelligence

Module 4 – Child Development [Tutor Marked Assignment D]

- Unit 18 - Issues in child development
-

-
- Unit 19 - Cognitive development
 - Unit 20 - Development of language & communication
 - Unit 21 - Social perception
 - Unit 22 - Moral development

Module 5 – Psychology and Atypical Behaviour [Tutor Marked Assignment E]

- Unit 23 - Definition & diagnosis of atypical behaviour
- Unit 24 - Treatments of atypical behaviour
- Unit 25 - Emotional disorders

Module 6 – Research Methods [Tutor Marked Assignment F]

- Unit 26 - Research methods
- Unit 27 - Research issues
- Unit 28 - Data Analysis

Glossary of terms



UNDERSTANDING ABUSE AND TRAUMA LEVEL 2

£1,611

Please note that the stated fees may be subject to change

UNDERSTANDING ABUSE AND TRAUMA LEVEL 2

Do you work with Abuse and Trauma cases? Then this distance learning abuse and trauma course is the right one for you. It provides a breakdown of types of abuse including adult abuse, child abuse, sexual assault and ultimately the effects of abuse.

After studying this course, students will be able to:

- Have an understanding of Abuse and Trauma
- Understand possible causes
- Have knowledge of the different treatments available
- List sources of help and advice in a range of situations
- Have a clear understanding of how to work with these complex conditions

THIS COURSE IS FULLY MAPPED TO THE UK NATIONAL OCCUPATIONAL STANDARDS.

Child Abuse

- Types
- Signs of Child Abuse
- Munchausen by Proxy Syndrome
- Sexual Abuse
- Ritual Abuse

-
- Responding to Child Abuse
 - Supporting Children who have been Abused

Adult Abuse

- Domestic Abuse
 - Emotional Abuse
 - Physical Abuse
 - Sexual Assault
 - Police Action
 - Verbal Abuse
 - Elder Abuse
 - Male Abuse
 - Effects of Abuse
 - Effects on Friends and Family
 - Reluctant to Leave
 - Signs of Abuse
 - Behavioural
 - Physical
 - Why do People Abuse?
 - Reporting Abuse
 - Courts
 - Staying Safe
 - Leaving Abuse
-

-
- Law
 - Sexual Offences Act 2003
 - Rights of Victims
 - Injunctions
 - Evidence Required
 - Court Order
 - Authorities
 - Life after Abuse

Abuse and Mental Health

- Classifications
 - Post-traumatic Stress
 - Diagnosis
 - Treatment options
 - Anxiety
 - Sleep
 - Self-harming
 - Stress
 - Suicide
 - Low Self-esteem
 - Addiction
 - Dissociative disorders
-



UNDERSTANDING COGNITIVE BEHAVIOURAL THERAPY (CBT) LEVEL 4

£1,611

Please note that the stated fees may be subject to change

UNDERSTANDING COGNITIVE BEHAVIOURAL THERAPY (CBT) LEVEL 4

Designed for students who wish to gain further knowledge in CBT, this is ideal for people who may be working in the statutory or voluntary sectors with those who have mental health issues. Nurses, counsellors, prison officers, probation workers, psychotherapists and other mental health workers may find this course invaluable for useful skills and therapeutic interventions.

Designed for students who wish to gain further knowledge in CBT, this is ideal for people who may be working in the statutory or voluntary sectors with those who have mental health issues. Nurses, counsellors, prison officers, probation workers, psychotherapists and other mental health workers may find this course invaluable for useful skills and therapeutic interventions.

Cognitive behavioural therapy is a psychotherapeutic approach that aims to influence dysfunctional emotions, behaviours and cognitions through a goal-oriented, systematic procedure. Cognitive Behavioural Therapy (CBT) is recommended by the National Institute for Clinical Excellence (NICE) for the treatment of many mental health conditions. It is therefore one of the most commonly used therapies in the private and statutory sectors. CBT is based on the theory that it's not events themselves that upset us, but the meanings we attach to them.

Unit 1 – What is CBT?

The following topics are covered:

Cognitive Therapy; Behaviour Therapy; How do they work together?; and History of CBT.

Unit 2 – Automatic Thoughts

The following topics are covered:

CBT Strategies; How they Affect People; and Helping People To Cope.

Unit 3 – What can a Client expect in CBT treatment?

The following topics are covered:

Homework; Who benefits from CBT?; Limitations of CBT; Focusing on the present; Depression; Bipolar I; Bipolar II; Cyclothymic Disorder; Who can suffer from depression; Eating Disorders; What is an eating disorder?; Who is affected?; Using CBT to treat eating disorder; OCD; What is OCD?; Who is affected?; Using CBT to treat OCD; Post Traumatic Stress Disorder; What is PTSD?; Who is affected?; Using CBT to treat PTSD; Anxiety; What is Anxiety; Who is affected?; Using CBT to treat anxiety; Schizophrenia; What is schizophrenia; Who is affected?; Using CBT to treat schizophrenia; Addiction and CBT; Personality disorders + CBT.

Unit 4 – The Importance & Significance of Dreams in CBT

The following topics are covered:

Working with imagery; and Irrational beliefs.

Unit 5 – Schema Therapy

The following topics are covered:

Early maladaptive schema; Schema focused therapy; Disconnection and rejection; Impaired autonomy and performance; Impaired limits; Other directions; Over vigilance and inhibition; Acceptance and commitment therapy; and Supervision.

Unit 6 – Socratic Questioning

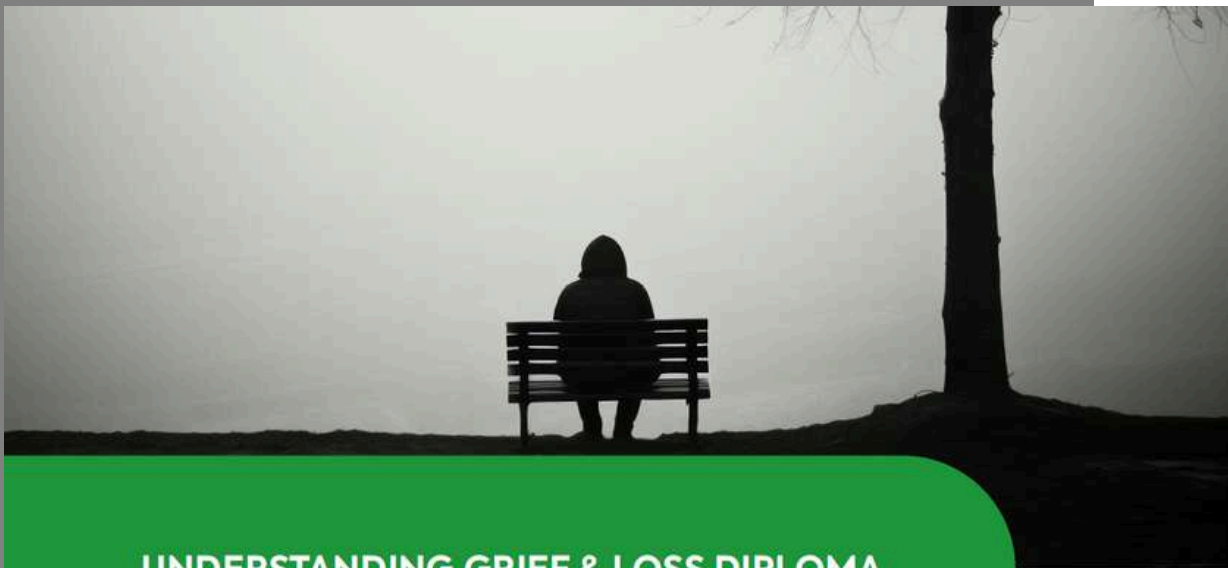
The following topics are covered:

What we think; Boundaries and regulations; Locus of power; Attachment; Loss; Safeguard against abuse; Trust; Ethical practice; and Moving Forward.

Unit 7 – The Use of Medication

The following topics are covered:

Who needs medication?; and Use of CBT and Medication.



UNDERSTANDING GRIEF & LOSS DIPLOMA

£1,611 | Please note that the stated fees may be subject to change

UNDERSTANDING GRIEF & LOSS DIPLOMA

This Understanding Loss and Grief Home Study course provides effective training support for anyone who works with the bereaved, and will prove particularly useful in the helping and caring professions.

This Understanding Loss and Grief Home Study course provides effective training support for anyone who works with the bereaved, and will prove particularly useful in the helping and caring professions. The material helps trainees understand the nature of loss and grief and its impact on both those who grieve and those who care for them.

Offering support to someone who is suffering from loss or bereavement is a tremendous challenge, both personally and professionally. This course provides guidance and advice for anyone whose work brings them into contact with the bereaved and is particularly suitable if you are working in a helping or caring profession.

INTRODUCTION: Coming to Terms with Loss and Grief

Unit 1: Defining Loss

- Meeting Needs of Those Who Are Dying
- Grief

Unit 2: Grief Work

- The Five Identities of Grievers
- Physiological and neurological processes

Unit 3: Models of Grief

- Defence Mechanisms

Unit 4: How do People Grieve?

Unit 5: The Grief of Parents and Children

- How to Cope With Various Patterns of Mourning
- Divorce: Long and Short Term Effects on Children

Unit 6: Complicated Grief

- Professional Support
- Cultural Diversity in Grieving

Unit 7: Special Considerations

- Adjustment Disorder (with mixed anxiety and depressed mood)
 - Post-Traumatic Stress Syndrome
 - MDD
-

Unit 8: In Memoriam

- Eulogy Examples
- Writing a Eulogy
- Delivering a Eulogy

Unit 9: Getting Over Grief

- Humanistic Psychology: Further Developing Society
- Counselling Personalities
- Kohlberg's Influence on Counselling

References

Terminology



WORKPLACE PSYCHOLOGY

WORKPLACE PSYCHOLOGY

This Workplace Psychology course is designed for people who wish to gain an understanding of principles and practice of Workplace Psychology.

The course is designed to provide you with an overview and Introduction to understanding Psychology in the workplace. It covers a wide range of workplace people and management issues, exploring each and enabling students to examine practical applications of psychology in the workplace.

This is an ideal course for anyone wishing to improve their skills in understanding and managing staff and understanding how to deal with events and find explanations for workplace psychological problems.

CONTENT

The course is divided up into ten units, as follows:

- Unit 1: Introduction to Workplace Psychology
- Unit 2: The use of Sensation & Perception
- Unit 3: Understanding Personality Concepts
- Unit 4: Using Psychological Testing
- Unit 5: Management of the Workplace
- Unit 6: The Workplace Environment
- Unit 7: How to Motivate the Workforce
- Unit 8: Recruitment
- Unit 9: What is Social Psychology
- Unit 10: Peoples' Abnormalities



OLCA
COACHING LIMITED



**LIFE COACHING CERTIFICATION
& ADVANCED COACHING COURSE**



ABOUT OUR COACHING PROGRAMMES

Our affiliation with esteemed Institutions across the globe underscores our commitment to delivering coaching programmes of the highest caliber, ensuring that our participants receive world-class training and support.

Our academy is committed to adding value not only to individuals but also to organizations and nations as a whole. Through our comprehensive coaching programmes, we equip participants with the skills, tools and mindset needed to drive meaningful change and foster sustainable development. Whether you are an aspiring coach, a seasoned professional, or a forward-thinking organization, OLCA Coaching LTD is here to support your journey towards success and transformation.

All coaching programmes are held virtually and renowned for being practical and experiential, empowering participants as they learn how to work with people using set skills to facilitate the process of helping them reach their desired outcomes faster than they would have done on their own.

Our coaching programmes are highly recommended for HR Managers, Team Leads, Unit / Departmental Heads, and any individual who wants to positively impact others to achieve their best in any field or capacity.



LIFE COACHING CERTIFICATION COURSE (LCC)

Our Life Coaching Certification course is delivered in two parts.

The first part is the Life Design and Mapping Class while the second part is the full and extensive Life Coaching Course.

Details of these two parts are given below:

PART 1 - LIFE DESIGN AND MAPPING CLASS

OVERVIEW

"An unexamined life is not worth living! – Socrates"

Every phenomenal life commences with an assessment – an examination of past experiences and results. The intelligence that comes from deconstructing your life proves invaluable when crafting a new and more impactful path.

If the designs and plans you had for your life and your career had been derailed by recent global events and unforeseen challenges, it becomes imperative to chart a new course for yourself.

In this masterclass, we offer you the opportunity to reconstruct your life and build up again from the scratch starting anew.

In the course of this class, you would be exposed to time tested psychological tools and interventions that are specially designed to help individuals not just design a powerful life but also begin to create the neural pathways that will help them make that life their reality on a sustained basis.

PROGRAMME BENEFITS:

At the end of this program, participants will, among other things:

- ▶ Gain insight into the current state of their personal and professional life through an in-depth analysis.
- ▶ Visualize a comprehensive dashboard displaying real-time data in various aspects of their life.
- ▶ Determine which areas of their life and career are most affected by current circumstances.
- ▶ Recognize urgent areas requiring immediate attention and intervention.
- ▶ Learn the art and science of crafting an exceptional life.
- ▶ Overcome procrastination, disempowering, negative and limiting beliefs and values hindering progress.
- ▶ Design a tailored strategy to enhance their quality of life and achieve their goals.
- ▶ Receive practical guidance on how to transform their aspirations into tangible actions and outcomes to create the life they desire and deserve.

PART 2 – LIFE COACHING CERTIFICATION COURSE

OVERVIEW

The Life Coaching Certification is set for participants to achieve within 120 days. The journey begins with an 8-day intensive, practical and experiential class that empowers you to become a highly effective coach.

You will learn how to work with people using set skills to facilitate the process of helping them reach their desired outcomes faster than they would have done on their own.

Participants would learn how to ask effective questions, build rapport, understand the effect and power of state, as well as acquire the proficiency to use various tools in working with different people to produce their desired outcomes.

THE COACHING PROCESS & MODELS

- 1 What is Coaching?
- 2 What is Life Coaching?
- 3 The Coaching Competencies.

A. Setting the Foundation

Meeting Ethical Guidelines and Professional Standards
Establishing the Coaching Agreement

B. Co-creating the Relationship

Establishing Trust and Intimacy with the Client
Coaching Presence

C. Communicating Effectively

Active Listening
Powerful Questioning
Direct Communication

D. Facilitating Learning and Results

Creating Awareness
Designing Actions
Planning and Goal Setting
Managing Progress and Accountability

- 4 The Coaching pyramid.
- 5 The Essence of Life Coaching.
- 6 The 5 Principles of Successful Coaching.
- 7 Benefits of Coaching (ROI).
- 8 The Coaching Session (What is a session like?)
- 9 What makes an Effective Coach.
- 10 The Art of Questioning and Listening.
- 11 Goal PRO – An OLCA bespoke Coaching toolkit
- 12 Types of Wheels and their uses.
- 13 Building Rapport.
- 14 Coaching Styles and Zones
- 15 Goal Setting Practice (The TGROW Model)

PROGRAMME BENEFITS

Upon completing this course, participants will:

- ▶ Acquire proficiency in setting and attaining powerful goals.
- ▶ Employ techniques to facilitate their clients' attainment of happiness and fulfillment in life.
- ▶ Aid their clients in integrating their life purpose seamlessly into both their professional and personal spheres.
- ▶ Gain insight into the concepts of belief and values, and their profound impact on personal development and actions.
- ▶ Assist their clients in redesigning their life, career, and lifestyle to align with their aspirations and values.
- ▶ Cultivate a more balanced perspective on life and develop the ability to harness empowering beliefs to achieve extraordinary outcomes.





OLCA
COACHING LIMITED

CERTIFICATION PROGRAMME

This Certification can be attained within a span of 120 days through the following essential steps:

STEP 1

Attend the compulsory 8 days' experiential and interactive classroom sessions.

STEP 2

Upon COMPLETION of the classes, you will be issued a Certificate of ATTENDANCE stating that you are a Coach-in-Training.

(POST CLASS ENGAGEMENT: At the end of the 8 days experiential classroom sessions, students will be put in a mastermind group for two weeks where they work on practice materials for a maximum of 3 hours per week)

STEP 3

Complete and submit the required class assignments within a 90-day timeframe.

STEP 4

13 hours of watching of the Transformation show series (Africa's first life coaching reality tv show) and an additional 20 hours of discussion and asking questions regarding students' observation.

STEP 5

Complete and submit the Mandatory 50-hours Coaching Practice Log within the 120 day timeframe. You will be assigned to a Certified and Practicing Life Coach as your Supervisor /Mentor, to help you through the practice process.

STEP 6

Await review of all your submissions by the faculty.

STEP 7

Receive a **CERTIFIED** Life Coach designation.



THE CATALYST INTEGRATIVE COACHING AND MENTORSHIP PROGRAM (CICMP)

Our Certified Coaches seamlessly and naturally transition into The Catalyst Integrative Coaching and mentoring program (CICMP) where they receive personal guidance and mentorship from The Catalyst Dr. Lanre Olusola for a duration of 12 months.

The CICMP Vision is to yearly facilitate the transformation of minds and lives of a selected group of coaches.

There are four levels of the CICMP running at present, namely:

-  **CICMP Gold** (Level 1) - Associate Integrative Coach)
-  **CICMP Platinum** (Level 2) – Professional Integrative Coach
-  **CICMP Diamond** (Level 3) – Advanced Professional Integrative Coach
-  **CICMP Pearl** (Level 4) – Master Professional Integrative Coach

This 12-month intensive programme comes with learning and development activities to encourage the development of a growth mindset and includes coaching masterminds, coaching and personal development books reviews, peer to peer learning, collaboration among coaches and knowledge sharing sessions from The Catalyst and seasoned professionals.

Coaching and personal development-oriented books such as Co Active Coaching, Think and Grow Rich, The Power of Now, The Alchemist, 7 Habits of highly Effective People, The Tipping Point and other similar material are reviewed in this program.

Below are examples of customized and standard knowledge sessions designed to equip our coaches with the skills needed to thrive in today's ever-changing world.

- I Amplify your message (How to win with effective communication strategies)
- II How to succeed as a Coach
- III Competencies & skills for Great Coaching
- IV Activating the power of Intuition in Coaching
- V Coaching Toolkit and starter pack
- VI The Catalyst Ten-Tion, EEL, HBD and DAMES success model



CICMP Target Avatar

Professionally Trained & Certified as Coaches and/or Therapists/Counsellors.

Coaches in Training at a reputable Coach Training Institution.

Member of a Reputable and Recognized Coaching Association.

Committed to the professional practice of coaching.

Committed to and willing to Invest in Personal and Professional Development.

Spiritually/Emotionally Intelligent.

Mature and GROWTH Minded.



THE ADVANCED COACHING CERTIFICATION

This certification course at OLCA is comprehensive, bespoke, rigorous, hands-on and genuinely transformational.

Our world today is Volatile, Unpredictable, Complex, Ambiguous and Disruptive (VUCAD) and traditional methods no longer suffice to resolve challenges regarding the mind, emotions and optimal performance.

Building upon the foundational principles covered in our Life coaching certification course, our advanced coaching course delves deeper into specialized techniques and advanced strategies to enhance coaching effectiveness and impact. Designed for experienced coaches looking to elevate their practice to the next level, this course offers comprehensive training in advanced coaching methodologies, specialized areas of focus, and advanced skill development.

Participants will deepen their understanding of Coaching theory and practice through immersive learning experiences, interactive workshops, and real-world case studies. They will explore advanced coaching models and frameworks, refine their coaching skills, and develop expertise in specialized areas such as leadership development, team coaching, and organizational change management.

KEY TOPICS COVERED IN THE COURSE INCLUDE:

Advanced Coaching Models

Participants will explore advanced coaching models and frameworks - eg Time to think, Force field analysis, The GOLD models, solution-focused coaching, positive psychology coaching, and narrative coaching, to enhance their coaching effectiveness and versatility.

Specialized Coaching Techniques

Participants will learn specialized coaching techniques and interventions tailored to specific client needs and cultural contexts and action planning, strengths-based coaching, values clarification, and emotional intelligence coaching.

Advanced Communication Skills

Participants will refine their communication skills, including active listening, powerful questioning, reflective feedback, and nonverbal communication, to build deeper rapport with clients and facilitate transformative conversations.

Ethical And Professional Standards

Participants will explore ethical and professional considerations in coaching practice, including confidentiality, boundaries, conflicts of interest, and cultural sensitivity, to ensure ethical conduct and maintain professional integrity.

Practical Application and Supervision:

Participants will have opportunities for supervised coaching practice, peer feedback, and reflective supervision to apply their learning in real coaching scenarios and receive personalized guidance and support from experienced coaches.

By completing our advanced coaching course, participants will emerge as highly skilled and competent coaches equipped to drive meaningful change, facilitate personal and professional growth, and make a positive impact on individuals, teams, and organizations.

PROGRAMME BENEFITS

Upon completing this course, participants will attain:

- ▶ Cutting-edge coaching interventions, techniques, tools, and strategies for achieving rapid and lasting transformation.
- ▶ Mastery of the skills necessary to facilitate effective Team Coaching.
- ▶ Advanced proficiency in goal-setting techniques to drive meaningful progress.
- ▶ Models for seamlessly integrating coaching and therapy for optimal client outcomes.
- ▶ Enhanced understanding of various personality assessments and their strategic deployment for maximum impact.

PROGRAMME CERTIFICATION PROCESS

This Certification can be attained within a span of 60 days through the following essential steps:

STEP 1

Attend the compulsory 3 days' experiential and interactive classroom sessions.

(POST CLASS ENGAGEMENT: At the end of the 3 – Days experiential classroom sessions, students will be put in a mastermind group for six weeks where they work on practice materials / models for a maximum of 2 hours per week).



STEP 2

Submit video evidence of practice sessions.



STEP 3

Await Review of all submissions by the faculty.



STEP 4

Receive a CERTIFIED Advanced Coach designation.



BE TRANSFORMED TRIBE - CLUBHOUSE EVENTS

To further develop our Coaches, they attend The Be transformed tribe on clubhouse every Wednesday where topics around the 12 critical areas of life are discussed and on Sunday with deep spiritual teachings are shared by The Catalyst, Dr Lanre Olusola and other panelists.

Below are topics covered during our discussions:

-  Establishing healthy habits
-  Strategies for preventing burnout
-  The influence of self-love on relationships
-  Crafting a life vision
-  Reinventing yourself: Techniques for life redesign
-  Identifying and emulating success models
-  Communication and conflict resolution within families
-  Discovering purpose in work, career and business
-  Fixed versus growth mindset
-  Harnessing the power of gratitude
-  Overcoming fear and doubt
-  The healing power of apologizing and forgiving
-  The dangers of unforgiveness
-  Wisdom for conflict resolution





WHY CHOOSE OLCA COACHING LIMITED?

OLCA Coaching Limited is recognized as the first wholly coaching academy in West Africa with its Chief Catalyst acclaimed Africa's foremost Life Coach and Cognitive Behavioral Psychologist, Lanre Olusola. Innovation, Thinking out-of-the box and Excellence are always guaranteed at OLCA. Partnership, support and know-how are areas that distinguish coaching and cognitive behavioral psychology from other strategic interventions.

With our people and growth focused programmes, you will experience a total turn around in all spheres. The OLCA Academy from experience and practice, possesses an in-depth knowledge of the business sector, corporate industry and the human mind, thus offers a unique blend of experience and execute services with Excellence. Moreover, the coaching and psychology services are always available at affordable charges.

At OLCA, you are not just another client, each individual and organization will experience our passion and vision to engage and transform every mind.



THE CATALYST MENTORSHIP MANAGEMENT TEAM



IDONGESIT PETER
CICMP MANAGER



COLLINS ALUNOMOH.
DEPUTY MANAGER



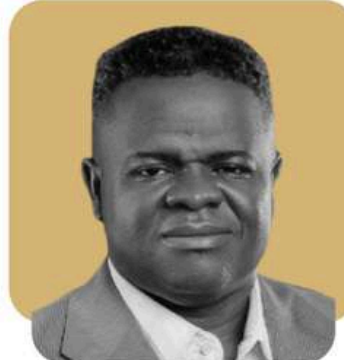
BANKE SOTOMI
EVALUATION AND
ASSESSMENT COORDINATOR



RONKE ADEBAJO
ASST. EVALUATION AND
ASSESSMENT COORDINATOR



KEMI OYE
LEARNING, DEVELOPMENT &
ENGAGEMENT COORDINATOR



WILLIAMS CHUKWUDI
WHAT IS HIS OFFICE HERE?



EMMANUEL EMEH
COORDINATOR,
MASTERMIND AND SOCIAL EVENTS



OLCA STUDENT PROFESSIONAL JOURNEY

LIFE COACHING: PROFESSIONAL - LEVEL 1



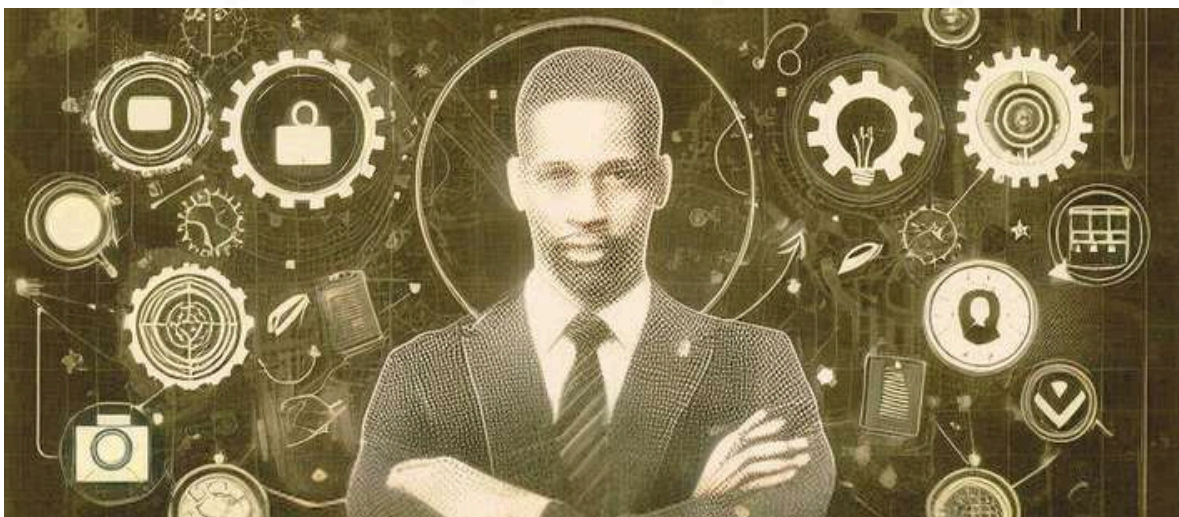
LIFE COACHING & THERAPY (INTEGRATIVE): PROFESSIONAL - LEVEL 2



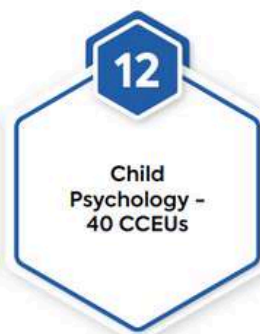
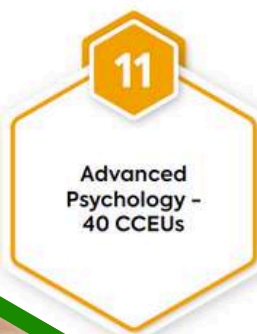
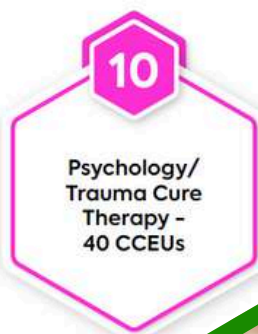
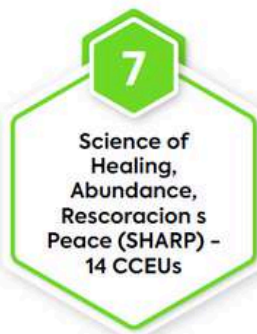
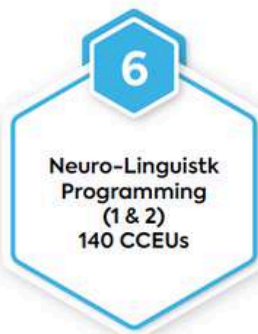
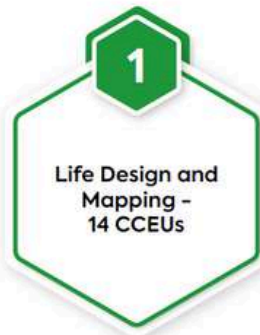
LIFE COACHING & THERAPY (INTEGRATIVE): PROFESSIONAL - LEVEL 3



LIFE COACHING & THERAPY (INTEGRATIVE): PROFESSIONAL - LEVEL 4

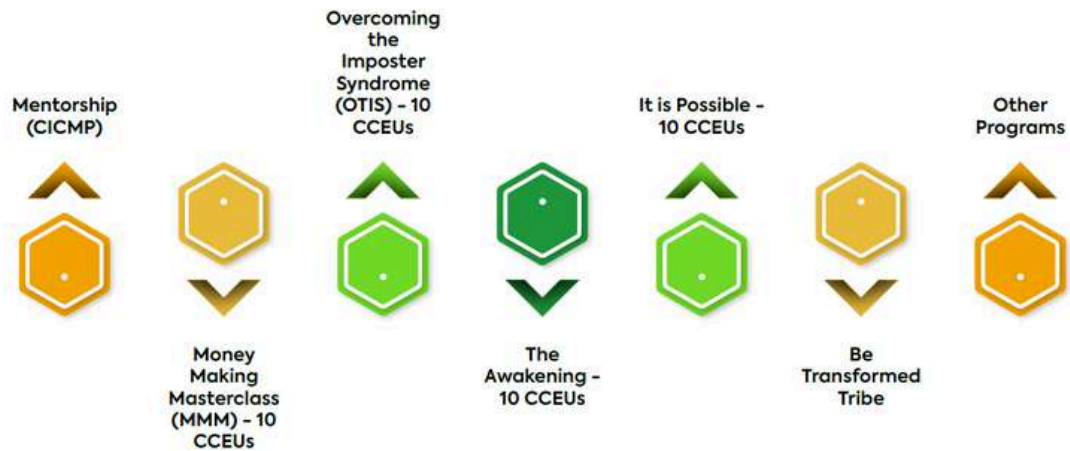


LIFE COACHING & THERAPY (INTEGRATIVE): PROFESSIONAL - LEVEL 5



POST COACHING PROGRAMS

POST COACHING PROGRAMS





"It always
seems
impossible until
it's done."
- Nelson Mandela



Join the Be Transformed Tribe on **Clubhouse**!

Ready to elevate your life and unlock your full potential? Join Dr. Lanre Olusola and his team of Integrative Life Coaches for the Be Transformed Tribe sessions every Wednesday and Sunday on Clubhouse.

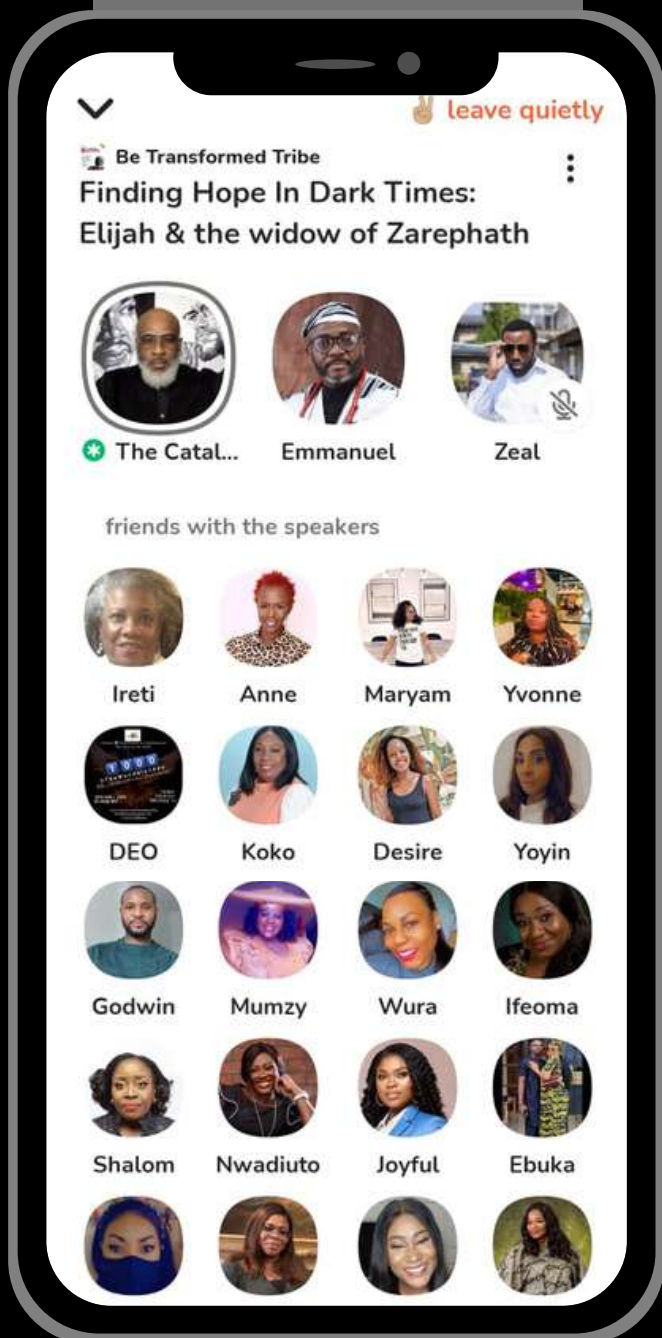
Wednesday Edition (9PM):

Dive deep into general life issues, gain valuable insights, and conquer challenges with a community of like-minded individuals. Discover the tools to thrive in all aspects of your life and soar to new heights.

Sunday Edition (9AM):

Reconnect with your spirituality and embrace inner peace. Engage in transformative discussions and nurture your soul with Dr. Lanre Olusola and his team of experts.

Don't miss out - mark your calendar and be part of this incredible journey of personal and spiritual growth on Clubhouse!



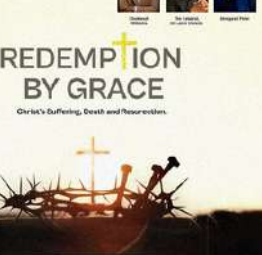
<http://tinyurl.com/BeTransformedTribeClubhouse>

Wednesday CLUBHOUSE

  HOW TO DEVELOP A WEALTH MINDSET  31ST JAN. 2024 9PM WAT, 10PM SAT, 11PM EAT Be Transformed Tribe LIVE ON CLUBHOUSE	  THE HEALING POWER OF APOLOGIZING AND FORGIVING  28TH FEB. 2024 9PM WAT, 10PM SAT, 11PM EAT Be Transformed Tribe LIVE ON CLUBHOUSE	  NAVIGATING THE DIFFERENT STAGES OF RELATIONSHIPS  21ST FEB. 2024 9PM WAT, 10PM SAT, 11PM EAT Be Transformed Tribe LIVE ON CLUBHOUSE
  STRATEGIES TO AVOID GETTING BURNT OUT.  6TH MAR. 2024 9PM WAT, 10PM SAT, 11PM EAT Be Transformed Tribe LIVE ON CLUBHOUSE	  BUILDING HEALTHY HABITS: STRATEGIES FOR SUSTAINABLE LIFESTYLE CHANGES  13TH MAR. 2024 9PM WAT, 10PM SAT, 11PM EAT Be Transformed Tribe LIVE ON CLUBHOUSE	  NUTRITION FOR MENTAL HEALTH: HOW DIET INFLUENCES YOUR WELLBEING AND MINDSET.  20TH MAR. 2024 9PM WAT, 10PM SAT, 11PM EAT Be Transformed Tribe LIVE ON CLUBHOUSE
  DISCOVERING YOUR AUTHENTIC SELF Embracing Your True Identity  3RD APRIL. 2024 9PM WAT, 10PM SAT, 11PM EAT Be Transformed Tribe LIVE ON CLUBHOUSE	  THE POWER OF SLEEP FOR OVERALL WELLBEING  27TH MAR. 2024 9PM WAT, 10PM SAT, 11PM EAT Be Transformed Tribe LIVE ON CLUBHOUSE	  HOW TO BUILD AND NURTURE A POSITIVE SELF IMAGE  10TH APRIL. 2024 9PM WAT, 10PM SAT, 11PM EAT Be Transformed Tribe LIVE ON CLUBHOUSE
  OVERCOMING THE FEAR OF PUBLIC SPEAKING  24TH APRIL. 2024 9PM WAT, 10PM SAT, 11PM EAT Be Transformed Tribe LIVE ON CLUBHOUSE	  IMPORTANCE OF CULTIVATING AND MAINTAINING STRONG FAMILY VALUES  WED. 22ND MAY 2024 9PM WAT, 10PM SAT, 11PM EAT Be Transformed Tribe LIVE ON CLUBHOUSE	  PARENTING THROUGH THE DIFFERENT STAGES OF YOUR CHILDREN'S LIFE JOURNEY  WED. 15TH MAY 2024 9PM WAT, 10PM SAT, 11PM EAT Be Transformed Tribe LIVE ON CLUBHOUSE

<http://tinyurl.com/BeTransformedTribeClubhouse>

Sunday CLUBHOUSE

 DOES GOD CAUSE SUFFERINGS? - The Story of Job  4TH FEB, 2024 9AM WAT, 10AM SAT, 11AM EAT Be Transformed Tribe LIVE ON CLUBHOUSE	 STAYING COMMITTED IN TIMES OF TROUBLE - Story of Daniel, Shadrach, Meshach and Abednego  25TH FEB, 2024 9AM WAT, 10AM SAT, 11AM EAT Be Transformed Tribe LIVE ON CLUBHOUSE	 THE NATURE OF GOD'S LOVE: - The Story of the prodigal son  11TH FEB, 2024 9AM WAT, 10AM SAT, 11AM EAT Be Transformed Tribe LIVE ON CLUBHOUSE
 EVERYONE IS USEFUL TO GOD - The story of the Samaritan woman  3RD MAR, 2024 9AM WAT, 10AM SAT, 11AM EAT Be Transformed Tribe LIVE ON CLUBHOUSE	 YOU NEED DESTINY HELPERS - Lessons from Rahab and the two spies.  10TH MAR, 2024 9AM WAT, 10AM SAT, 11AM EAT Be Transformed Tribe LIVE ON CLUBHOUSE	 TAKING RISKS PAYS OFF The Four Lepers at the City Gate.  17TH MAR, 2024 9AM WAT, 10AM SAT, 11AM EAT Be Transformed Tribe LIVE ON CLUBHOUSE
 OVERCOMING FEAR & DOUBT - Walking on Water with Peter  24TH MAR, 2024 9AM WAT, 10AM SAT, 11AM EAT Be Transformed Tribe LIVE ON CLUBHOUSE	 REDEMPTION BY GRACE Christ's Suffering, Death and Resurrection.  31ST MAR, 2024 9AM WAT, 10AM SAT, 11AM EAT Be Transformed Tribe LIVE ON CLUBHOUSE	 The Power of Strong Relationships - Insights from Ruth and Boaz  9TH APR, 2024 9PM WAT, 10PM SAT, 11PM EAT Be Transformed Tribe LIVE ON CLUBHOUSE
 THE BEATITUDES LESSONS FROM THE SERMON ON THE MOUNT  7TH APR, 2024 9AM WAT, 10AM SAT, 11AM EAT Be Transformed Tribe LIVE ON CLUBHOUSE	 NAVIGATING LIFE STORMS LESSONS FROM NOAH'S ARK  28TH APR, 2024 9AM WAT, 10AM SAT, 11AM EAT Be Transformed Tribe LIVE ON CLUBHOUSE	 FINDING HOPE IN DARK TIMES: The story of Elijah and the widow of Zarephath  REPLAY

<http://tinyurl.com/BeTransformedTribeClubhouse>



IT IS POSSIBLE

Egypt

As we reflect on the journeys from Accra to Cairo, we invite you to embrace the possibility within your own life. Whether you are an aspiring coach, an experienced practitioner, or someone seeking informed and transformative insights, this edition offers a wealth of knowledge and inspiration. The "It Is Possible" program is not just an event; it is a call to action, a reminder that within each of us lies the potential to achieve greatness.

