

THE NEUROSCIENCE OF PERSONALITY & POTENTIAL

21ST CENTURY

COACHING

PLAYBOOK



CATALYZE QUICK
CHANGE IN CLIENTS
TO SKYROCKET
YOUR REPUTATION,
THE REFERRALS &
YOUR REVENUE

DIANA DENTINGER

Creator of the Personality & Needs Profile®
Your Life Your Way Coaching Methodology™

Why You Are Here

You're here because you already sense something important:

The Coaching Industry is not evolving fast enough to keep up with people's needs.

Most Coaches keep recycling the same mindset hacks, mindfulness tricks and surface level techniques that might have been effective 20 - 50 years ago... but barely scratch the complexity of the modern and distracted life we are living today.

The truth is: **People are stuck.** The world has changed. But the industry hasn't. And that gap is exactly why so many Coaches feel unsure, overwhelmed or invisible.

This Playbook and **Video Demonstration** is about how you can rise above the low, confusing and ambiguous standards of the Coaching Industry. And see if stepping into a 21st Century Coaching Methodology, grounded in neuroscience and unique human programming, could be your ticket to greater ease and success.

Because when you upgrade your tools, you become the differentiator. You create the transformations that clients rave about which makes it simpler to build a Coaching Business you genuinely love. Having a **solid Methodology** and powerful Packages, your Business can grow organically through real results, referrals and return clients.

Who this Playbook and Video Demonstration are For:

Coaches, Trainers, Mentors, Facilitators and Service Professionals who are:

- Wasting hours trying to help clients “get clarity” ... and lack a precise personality profile to anchor real understanding for them and you.
- Feeling frustrated when clients don't take action. You suggest things. They nod. They never do it. You question if your tools are not fully sufficient (aligned with who they are)?
- Worried about clients dropping out halfway. Or worse... finishing your program without the breakthroughs you hoped they would have.
- Overwhelmed by marketing. You feel pressured to post more, shout louder and compete with big name Coaches who spend thousands on ads.
- Concerned that testimonials sound “nice”... but not truly transformational. You want raving fans, not polite reviews.

If any of this feels familiar, you are absolutely in the right place.

What You Will Learn

You will discover exactly what the struggling majority or burned out and stagnant Coaches have never been taught.

- Why this is both the **worst and the best** moment in history to become a Coach and how to turn this turning point into your advantage.
- The latest **Neuroscience** including why mindset work is outdated and what actually creates lasting transformation.
- The **3 massive mistakes** almost all Coaches make and how to avoid them forever.
- How to develop unshakeable Coaching **confidence** so you know exactly how to guide any client, at any moment, through any block.
- What to put inside an **Outstanding Coaching Package** that has a powerful promise and structure that naturally multiplies your referrals and return clients.
- How to **Audit your Coaching** so you eliminate what no longer works and integrate what does transforms lives.
- And how to create a **stress free Business** with clarity and confidence that elevates you far above the standards of the Industry.

After the Video Presentation Call to Action:

Having seen 21st Century Transformational Coaching in action with the neuroscience backed models and techniques, then you will be invited to take the next step of getting a **One on One Coaching Session** with Diana to experience the Methodology first hand. This will allow you to make an informed decision about when to begin learning these tools so you can offer them to your clients as well.



Who I Am

Welcome, I'm Diana Dentinger, a guide helping you support your clients in ways that are deep, wide and high so they reach their greatest potential and fulfill their profound life purpose for a life without regrets.



Back in 1985, I started my career as an **Entrepreneur** and **Corporate Team Building Trainer**. Since then, I've been on a mission to design programs that are fast, fun and highly effective.

Whether you're searching for the latest Coaching tools or seeking a spiritual compass, I've got something for you! I am a feet on the ground practical person yet gifted with intuition for inspired action.

Over these 35+ years, I've Coached and Trained hundreds of one on one clients in over 20 countries as well as group clients in over 70 countries of the world.

What they all have in common is overwhelm in their roles and responsibilities, fears and struggles. They often empty or lost, confused and frustrated which puts a strain on their own health and relationships. What brought clarity and energy back into their lives was knowing who they are.

In 2004, my Coaching skills skyrocketed when I become a **BioPsychology (Neuroscience) Psychosomatic Illness** therapist. These profound and practical approaches helped me comprehend each person's inner conflicts as well as talents. Reverse engineering the science and research, I created the **Personality & Needs Profile®** and the **Your Life Your Way Coaching Methodology™**.

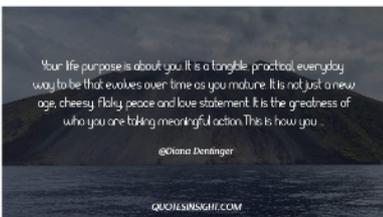
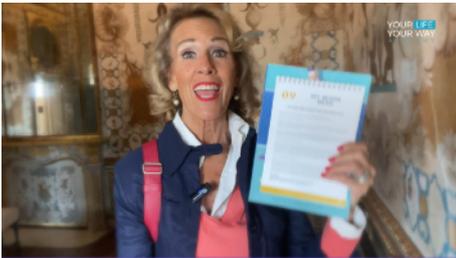
For these I was awarded **Top 100 World Women Achievers** in 2018. Here's the thing: You're here because you want more clients, easier ways of marketing, fewer drop outs, more return clients. You've hopped on trends, maybe some worked, others that were a waste of time, others that only gave short term benefits. What if you had Coaching Packages that actually sold themselves?

Born in Chicago, IL, I grew up in a huge midwestern USA family that taught me about life's variety and richness. I've spent most of my life in Europe (since 1984) raising my four children in Northern Italy and these past few years dedicated to grandkids.

Training Live Workshops



Speaking & Internet



“#4. Your life purpose is about you. It is a tangible, practical, everyday way to be that evolves over time as you mature. It is not just a new age, cheesy, flaky, peace and love statement. It is the greatness of who you are taking meaningful action. This is how you stay healthy and happy. Then and only then does your energy ripple out to make the world a better place. #Quote by Diana Dentinger”

- Life And Living
- Meaning Of Life
- Motivational
- Personal Growth
- Philosophy Of Life
- Spiritual Growth

<https://medium.com/the-write-brain/forget-your-why-until-you-figure-this-out-79c541>

“Where is the most important of the 5 W Questions. When you are in your “Where” you can fearlessly become “Who” you are to fully live “Why” you are here. Determine your “Where,” then your “Who,” then your “Why?”
— Diana Dentinger

A quick Google search shows me that Diana Dentinger, who I’ve never heard of, is a life coach. She offers personality tests on her blog and has some books on Amazon.

Whoever she is, whatever she does, this is the first time I’ve ever seen someone suggest that the most important question is “Where?”

If you spend anytime in the online-entrepreneur world, you’ll run into the idea that the only question out there that matters at all is “Why” Find your WHY. Why are you doing what you’re doing? Figure that out, the gurus say, and everything will fall into place.

It started with Simon Sinek and a viral TED talk.

<https://medium.com/the-write-brain/forget-your-why-until-you-figure-this-out-79c541>

But no one ever, ever (except for Diana Dentinger) talks about how important it is to know your WHERE.

I’ve literally never thought about it before. Except six months ago, I displaced myself. I moved from Nevada, where I lived since I was fourteen, to Pennsylvania, where I had never even been.

I’m homesick and out of place. I miss the sun and the desert and my mountains.

I feel like I’ve moved to the moon. Somewhere utterly alien.

And having my ‘Where’ out of whack has thrown everything off kilter.

I’ve spent all winter hiding out in my bedroom. I literally get lost every time I leave my house (even after six months) I can’t find a coffee shop I like to work at. I haven’t made any friends.

The idea that ‘Where’ is the most important thing makes everything make sense. After years of being told and believing that my ‘Why’ is the only thing that matters, this takes my breath away.

What People Say

What Clients Say about having their Profile



Costanza Arduino
Author, Bowen Practitioner
ITALY

With Diana's help I finally understood the **profounder reasons why I was afraid** to publish my books, angel cards and meditations. She mentioned if there was someone in the family tree that worked with angels. It was crazy when my father told me the story!

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile



Gillian Hipp
Ph.D. Movement Therapy
UK

This Methodology found a spare puzzle piece that I hadn't been aware of in my Personality. Actually, it was the **missing piece that's not been there for my whole life**. Massive weight lifted... I love working through all this and something has really shifted for me... very grateful to you! The universe works in amazing ways!

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile



Patricia Gozlan
Meraki Coach, Switzerland

This process is life-changing. When I worked with Diana, I remembered my fuller potential and connected deeper with my purpose. It is as if the things that were once blurred **came into consciousness** and allowed me to thrive gracefully.

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile



Mark Rabbitt
Leadership Coach
Ex-Marine
USA

My experience working with Diana has been and continues to be impactful and life altering. She has this ability to teach each of us about our real and natural selves. You align with your true self, you live and move through your life freely and with a silent, yet bold confidence.

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile



Ariella Forstein
Voice Speech Coach, Singer
USA

Diana is a kind, wise, intuitive and insightful guide. I love her powerful passion that flows through her work, spreading to her clients, enabling them to thrive in all arenas of life. Working with Diana, you are in for a **joy ride that will change your world** for the better.

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile



Stig Bortelson
Quantum Healer
Practitioner
SWEDEN

Sometimes even we who work professionally with giving feedback need feedback ourselves & I mostly go to Diana for this. She is also a **power house of compassionate energy** built on a foundation of researched academic skills.

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile



Sai Ramya
Soft Skills Trainer
INDIA

I have attended many workshops and heard so many Coaching styles, patterns and topics but none of them is so unique as yours. This Coaching is tailor made for each and every individual. If knowledge is powder, knowledge of yourself is the ultimate light and power. I am really glad for having met you. My heartfelt thanks.

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile



Nancy Allen
CEO Her Company Inc., USA

Treat yourself to time with Diana and watch the magic happen! She has **simplified a complex topic** and gives you practical and fun ways to integrate and implement what you discover about your true north.

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile



Paulo Fernandes
Longevity Coach, Portugal

Diana has a capacity of looking into you. I know a lot of people in the Coaching world, but she's special. Because I think she has **tools that nobody has**. Diana really is one of the best people I know in terms of Coaching, in terms of getting you to another level.

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile



Diana Lehner
Veterinarian & Animal Trainer
AUSTRIA

The course **opened my eyes** on which needs I have to address and how. Now I am aware of whenever I get off course and about my next steps. Life is so much more enjoyable when you **stop wandering in circles** and start walking towards your goals. I'm equipped with everything I need but wasn't sure how to use it all!

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile



Miguel Ribeiro Ferreira
Shark Tank Judge, Portugal

This program is astounding. After a 2 Day Intensive with Diana, I even got my wife, sister, and children coached. **Everyone needs Your Life Your Way**. Thanks for making it accessible to more people!

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile



Brid Hanton
Healy & Timesaver Consultant
IRELAND

Absolutely brilliant! I had no idea of who I was... I even feel upset about it because I managed to provide without knowing and my reference points were always outside, who does that person say I am, do I fit in... then I must be ok even if I don't know who I am. I have a lot of catching up to do...

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile



Dr. Abhis Pathmanathan
Consultant Anaesthetist
UK

To give Diana justice is difficult to put into words, but suffice to say she came into my life at a time when I was looking for something more and Diana has truly helped me in this respect.

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile



Vinita Castro
Video Mastery & Marketing
USA

I was very confused about who I really was, so I looked for life, doing things rebelliously, even what I loved. Diana helped me rediscover myself. **Amazingly she knew so much more about me** than I usually ever did. I became a new person happier, more productive and it got better.

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile



Callum Bridgeford
Aikido Ninja
CEO Health Store
UK

I got more out of 2 days with Diana than in 8 UPW's. I was even involved in the organization of Robbin's events. This is just what I was looking for in my own Personal and Professional Development.

YOUR LIFE YOUR WAY ACADEMY

What Clients Say about having their Profile



Mopani MK
Banking Industry
Motivational Speaker
UK

After going through my Personality Profile with Diana, I started to feel good naturally, have more energy, **peak my performance** and even increased my income by 58% in 6 months.

YOUR LIFE YOUR WAY ACADEMY

How I Coach & Train

- Watch the **Video Demonstration** to see the power of 21st Century Coaching.
- Download this PDF to follow along with the Coaching Process.
- Open the Example Client Questionnaires to read how clients describe their lives.

The Coaching Process

1. A Client fills out an Open Ended Questionnaire (taking them about 30 minutes).
2. We put the Questionnaire into our system and elaborate their Readout.
3. The Client gets the PDF Readout of the Personality & Needs Profile® via email.
4. The Client does the Preparation (decides a focus area and draws a self image picture).
5. The Client reads through their Personality & Needs Profile® before the Session.
6. To prepare for the Session, I read their Questionnaire to know about them.
7. I have a Client notebook where I jot down their life situations and perceptions.
8. I glance at their Personality Needs in each Facet to add to my notes about them.
9. I prepare their Personality Cards in order of the Facets and the Best You Game.
10. We get on Zoom for the Coaching Session (lasting no less than 1.5 hours).
11. I walk the Client through each Personality Need in each of the 12 Facets.
12. I ask specific questions (per Need) to catalyse remembering & reconnecting.
13. I guide them using 12 Powerful Pieces for their ultimate wellbeing & fulfillment.
14. We draw their Self Image Pictures of them being themselves in the Personality Needs.
15. We write various Life Purpose Statements for their personal & professional life.
16. The Client shares their newfound clarity in order to make next level life decisions.
17. We agree on actions to take to best integrate their Personality & move forward.
18. I ask them for feedback on the Methodology and a Client Testimonial.

Take Notes below if you decide to print this highly valuable 21st Century Playbook.

Why We Need a Next Level

Do you believe that the tools currently used in Coaching and Training are truly helping people navigate the depth of change they need in their lives? **I don't.**

That consideration is what inspired decades of my research into human behavior and what ultimately led to creating the Profile and a Methodology to train Coaches in.

Since 1989, I've been immersed in the world of personal and professional growth. Even earlier as a child, I observed it through my father's work in Human Resources and Leadership Consulting. Through his guidance and my experiences, I've seen firsthand what works and what doesn't. I've watched fads come and go, certifications proliferate and tools get recycled with new names but similar and superficial impact. I've been certified in all the mainstream Personality, Performance and Strengths Assessments only to realise they are extremely outdated and unreliable.

What I concluded is this:

The world has changed. But the Coaching Industry hasn't kept up. Sure people throw around all the fad terms like all the neurotransmitters (dopamine), labels of their issues (imposter syndrome, toxic relationship, burnout)... but...? How do mainstream Coaching solutions really help them deeply connect to who they are and why they are here.

People today face **unprecedented complexity**, technological overwhelm, chronic stress and yet yearn for something deeper, more meaningful and truly personalized.

In this saturated and noisy Coaching space, most tools offer quick fixes or catchy frameworks. They promise transformation in six simple steps. And yet, very few clients get lasting change across all areas of life. A client would need to hire ten different Coaches to get the transformation they crave. **That's the gap I'm committed to filling.**

My contribution to the Industry is creating the first and only **21st Century Personality & Needs based Methodology**. This is more than a rebrand of old school tools. It's a neurobiology informed upgrade, a complete system based on science, emotional truth and personality precision.

My intention is to train a **highly expert team of Coaches** worldwide, who in their local communities and countries offer these tools to individuals, schools and companies. We are on a mission to awaken the consciousness of people and help them express their best, rippling out positivity that changes the world for the better.

Your Coaching Confidence

This is possible when you successfully **avoid making these massive mistakes**:

1. **Most Coaches** make the mistake of being in their own “personal story” or using their personal outcomes as a Methodology. These are often ineffective for all their clients and not much better than “how to” information on line. Your clients are stuck in their problems because they are unclear about their potential. They are bearers of beliefs they can’t see. You must guide them to be themselves, tap into who they are.
2. **Most Coaches** watch the latest video from the latest guru who said they cracked some code from neuroscience. Coaches repeat the messages without questioning the validity or going into the research. This is how so many of the latest and useless trends have developed. For example, it seems that mindfulness or controlling your dopamine levels have become the panacea for everything (now at the time of writing this).
3. **Most Coaches** think "People" & “Opinions”. The most effective way to Coach is to think “animal” when your client shares his or her issues. You must be able to read between the lines of what your clients want in terms of "life in a pack" or even "outside the pack". Because unless you are fully prepared and learned in the different levels of behavior, you risk judging, justifying or disregarding how your client or those involved in their "issues" behave. This is a grave mistake.
4. **Most Coaches** only think “Results”. Coaches work with clients to reach an end result. In reality, results do not exist. A path or more possible paths exist. Finding these paths and living them is the real goal. Your goal is to have your clients take a journey. With this 21st Century Methodology, you learn how to see solutions for them, but this requires that you are emotionally free and detached from their issues.

When you learn how to use these **leading edge Models, Tools and Techniques** with your client’s Personality Profile, you will know exactly who you are (so you don’t project your ways onto them) and who your client is. Your guidance becomes priceless and is amazingly effective based on what he or she wants **regardless of who you are**.

You learn how to **interpret actions and symptoms**, from a sneeze to a back ache to diabetes, so you are able to comprehend what is really going on with your clients. You learn how to read body language, catch the slips in their phrases which often say more about their underlying fears & desires than they can communicate to you.

The Power of a Methodology



You finally **differentiate** yourself to stand out in the sea of sameness! Here are 3 ways:

1. Offer what other Coaches do not or cannot offer.

How can you create unique value by solving overlooked problems? I did that by diving deep into and bringing back the ancient, wise, philosophical phrase of Know Thyself. Because it was evident to me that there were outdated personality and behaviour assessments. Most originate from back in the 1930's but are still being used despite proven to be unreliable, invalid and obsolete.

2. Do Something better than those Coaches doing the same thing.

How can you enhance value through far superior Coaching Sessions? I did that by creating tools that allowed me to know a client so well, that they told me I knew them better than they knew themselves. Therefore, compared to other Life Coaches, Trainers, Consultants, Counsellors and even Psychologists, I can give them faster answers so they accelerate moving forward, aligned to how they best get results.

3. Support clients broadly instead of with just one issue.

How can you expand beyond single issue Coaching to help in more areas of life? The money is not in the niche, it is in **being the go to person** for a variety of predictable human challenges. Most Coaches leave money on the table because they position themselves in too narrow a niche so clients won't ask for help with other issues.

Your Best Life Formula



The Neuroscience of Personality

People have the misconception that they can craft their identities from scratch, but the truth is a bit more grounded. Our very essence, down to the biological core, is shaped by our DNA. **This is not an opinion, but a fact.**

DNA is the blueprint of our being, carrying the intricate codes that make us who we uniquely are. While over **99% of our DNA makes us the same** as everyone else, it's that sliver under 1% that sets us apart.

Within this fraction lies Memory Information passed down **from our family lineage**, defining not only our physical features but also embedding unique blends of traits and talents, predictable challenges and solutions.

This is important because DNA is not just about outward appearances. DNA contains **Inherited Emotional Memory** from parents and ancestors programming perceptions, ways of acting or reacting that are independent of the nurturing throughout childhood.

Unpacking the complexity of Personality can be hefty, yet it's fundamental. These Emotional Memories, stored as conflictual images in our limbic system and morphogenic field, sketch the stories we tell ourselves, our personal narratives, which again, influence how we behave.

So what we automatically do is **replay inherited emotional dramas** from these DNA programs. They consume our energy and distance us from our self realization. Yet, in our brain is also a clear image of who we are in our greater potential and life purpose.

Knowing your Personality Needs means you access this information stored in the prefrontal cortex - where personality resides. Accessing this area of the brain allows you to put an end to the vicious and repetitive cycles of the past and finally live your life your way.

You've heard phrases like "up level your business" or "raise your vibration" or go higher... it is connected to **going higher in the brain regions**. And when you live from the prefrontal cortex and both hemispheres of your brain, you are aligned and coherent. You feel empowered to create your life.

All of this is about using your innate Personality and your Inherited Emotional Memories to reach greater happiness, success and fulfillment.

The 12 Powerful Pieces

The 12 Powerful Coaching Pieces™ are the step by step framework at the heart of the Your Life Your Way Coaching Methodology™. Unlike the Models - Your Best Life Formula™, The Best You Blueprint™, which describe where people are and aspire to be, the 12 Powerful Pieces function as mechanical cogs in a Coaching process.

People are not machines, yet using a structured sequence gives Coaches confidence and clarity, knowing exactly which “piece” to leverage to help clients move forward.

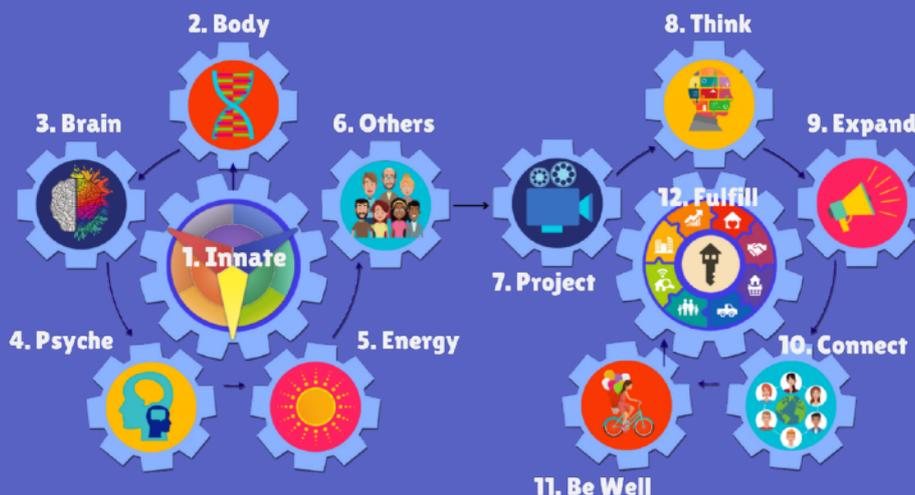
When a client has filled out their Questionnaire and you both have their unique Personality & Needs Profile® here are the 12 (6 + 6) steps (cogs or pieces) that you guide them through for a holistic approach to any issue they have.

The First 6 Pieces in Sequence (left) – The Inner Game (Nouns):

1. Innate – the person’s inborn nature, essence, personality, IEM.
2. Body – physical sensations, DNA, health, gestures, sports.
3. Brain – prefrontal cortex, limbic system, animal brain, self image, decisions.
4. Psyche – soul, inner world, Psychology, thinking.
5. Energy – life force, confidence, vitality.
6. Others / Outside – relationships, environment, social context, objects.

Why This Matters? Most Coaches start in the wrong place with the wrong piece.

Most Coaches listen to what the client says they want and then focuses on how to get them there with steps or a strategy. Often Coaches listen and take clients back to the past to “find the limiting belief”. But the main reason people are stuck is because they don’t know who they are... in the prefrontal cortex.



The Second 6 Pieces (right) – What the client does for the outer game (Gerunds):

7. Projecting (from Brain) – expressing self image outward.
8. Thinking (from Psyche) – reflecting and feedback on actions.
9. Expanding (from Energy) – feeling vitality, growing confidence and life purpose.
10. Connecting (from Others/Outside) – building relationships, synchronicities.
11. Being Well (from Body) – achieving emotional, mental and physical well being.
12. Fulfilling (from Innate) – experiencing real, personalised self realization.

The **Your Life Your Way Coaching Methodology™** shows that realization and fulfillment are the outcome of using each of the pieces in sequence (for each of their Personality Needs in each of the Facets of Complete Personality on the Game Board below).

Each piece strengthens the client’s foundation starting with their inner game:
innate → body → brain → psyche → energy → relationships to making change sustainable. They know why they are stuck and how to get unstuck. They feel resourceful forever because Personality does not change. The person evolves the personality expression.

This is the Art and the Science of 21st Century Coaching.

Your Key Takeaways

These pieces offer Coaches a structured yet deeply human Methodology:

- Step-by-step clarity → higher client success and completion rates.
- Precision → less confusion, fewer dropouts, more client satisfaction.
- Fulfillment → not forced, but a natural outcome of being your best self.



The Brain and Family Facts

I hope I remember to share the details of these family history facts from myself & clients.

What is important for you now is to fully grasp that there are principles of the brain that we have known for decades (maybe even centuries).

Principle 1

- The brain is programmed to “recuperate loss”.
- The brain is programmed to “command movement”.
- The brain is programmed to run on “low energy consumption”.
- Your brain is programmed to know only you.

I can share stories in this video series (or in a webinar) but what is vitally important to remember is that it is **less about the “story”** - story meaning a long drawn out sequence of events in a drama or soap opera type telling.

The “stories” are more about **the instant of emotional charge**, that in an 1/8 of a second, caused the brain of the person involved (your ancestor) to isolate the “emotional pain” by isolating the neurons, specific neurons, the ones that registered that emotion.

If the brain had not “isolated those neurons”, the brain as an organ would have “over heated” or short circuited (called schizophrenia). When the brain does this it means that those neurons (and what they control in your body) no longer communicate with the rest of the brain. So they are running their own show and producing what they want, which over time can even be tumours. These neurons only reconnect when the emotional charge - called conflict - has been brought to solution, hence no longer are a danger to the brain.

Family history FACTS and the emotional memories:

- of a brother drowning,
- of 2 children dying in an earthquake,
- of a grandfather killing the neighbor,
- of children sent to relatives during the war,
- of a great grandfather in the trenches with tear gas,
- of a teenager wanting to be a lawyer defending women,
- of a daughter suing her parents and against the other sister,
- of a grandmother sexual abused.

Ways to Use this Methodology

Thanks to the Personality Profile, starting with Who Your Client is allows you to support them in most areas of life. First “know thyself” then take the best you everywhere.

One on One Coaching

With adults, entrepreneurs, executives, unemployed, women, men, teenagers over 14, etc. This can be in a rapid fire 1.5 hour session, 3 hour session (in 2 sessions of 1.5 hours), over 6 weeks (the first 2 sessions going through the profile then diving deep into each to make decisions and create a plan of action), over 3 months (the best!!!) as well as over 9 months.

One to Many Coaching (Workshops)

At the start, do only small group workshops from 6 to 10 people. These can be structured over 3 days to go through the complete Profile. The first day is the Core Personality and Life Purpose (. The second day are the Energy Needs. Then after more experience move on to groups around 20, then 50, then 100's.

Family, Couples, Parenting

Personal Growth, Decision Making, Time Management

Professional Growth, Finding Best Career, Success, Business

Stress Management, Mental and Emotional Well Being

Spiritual Growth, Evolution, Life Purpose

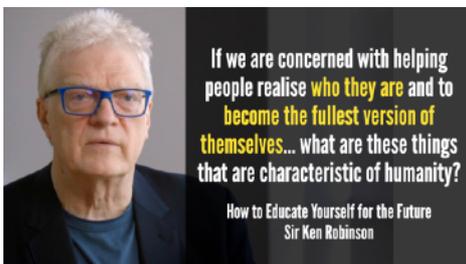
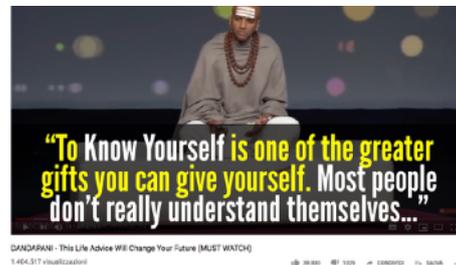
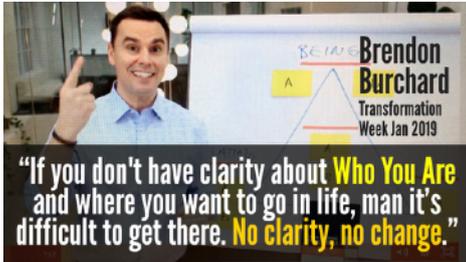
Corporate Training, Team Building

Online / Offline Live and more....

Write down any questions you may have:

“Who Are You” Experts?

A phrase said by many... but very few offer clear, precise and profound answers.
Mostly use the phrase but then suggest you do things “their way”.



Take an Audit of Your Coaching

Where does your Coaching already shine? Where may you be losing energy, clients and income? Give yourself and your Coaching Program a rating from 1 (low) to 10 (high).

1. About Personalization: When you guide clients, how much of your approach is tailored to their unique wiring vs. generic frameworks or just your experience?

(1 = generic → 5 = just my experience → 10 = highly personalized to who they are)

2. About Personalised Listening: Do you feel confident that you're hearing, not just what clients say, but what's underneath - their unconscious needs and patterns?

(1 = not really confident → 5 = sometimes I hear their needs → 10 = yes, always)

3. About Clarity in Goal Setting: When clients set goals, do you know if those goals truly align with who they are or are if they influenced by comparison or outer pressure to succeed?

(1 = rarely do I know → 5 = sometimes → 10 = yes, aligned to who they are)

4. About Referrals: How often do clients refer you enthusiastically after working with you?

(1 = rarely → 5 = sometimes → 10 = every client is a referral source)

5. Energy & Inspiration: How often do you feel drained by repeating the same scripts or tools, versus feeling uplifted and inspired by your sessions? How sure are you before sessions?

(1 = always drained → 5 = unsure if the session will go or went well → 10 = full of energy)

6. About Completion Rates: How many of your clients actually complete your programs or stay long enough to see results?

(1 = under 50% → 5 = about 70% → 10 = over 90%)

7. Marketing Confidence: Do you feel your marketing and messaging reflect who you are and the unique transformations you offer?

(1 = rarely → 5 = it feels like the sea of sameness → 10 = spot on who I am)

8. Sales Ease: How natural does it feel to enroll clients during a sales or discovery call? Does it feel aligned and easy, or pushy and awkward?

(1 = so pushy → 5 = a bit awkward → 10 = easy because the program sells itself)

9. Client Dropouts: Do clients quit? How often do you feel confused about why? Was it they were not committed or the program wasn't the right fit? Do you have a way to find out?

(1 = many clients drop out → 5 = drop outs confuse me → 10 = All clients stay)

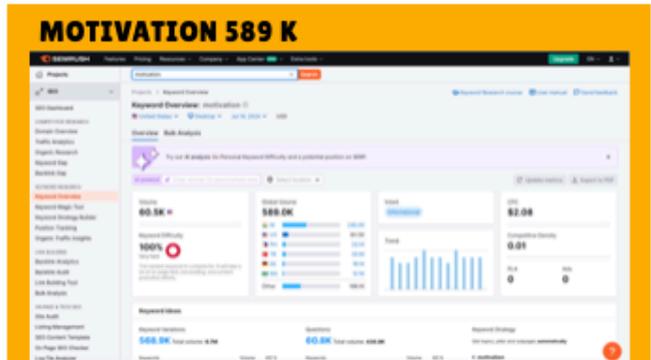
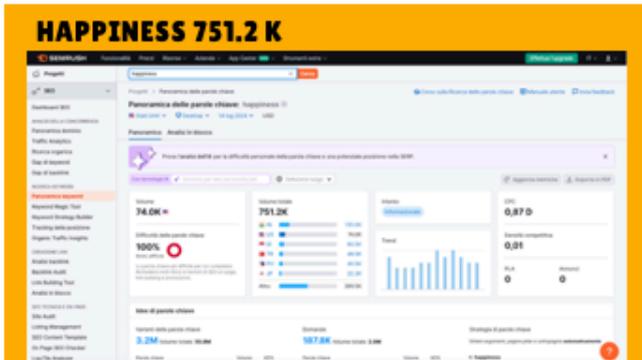
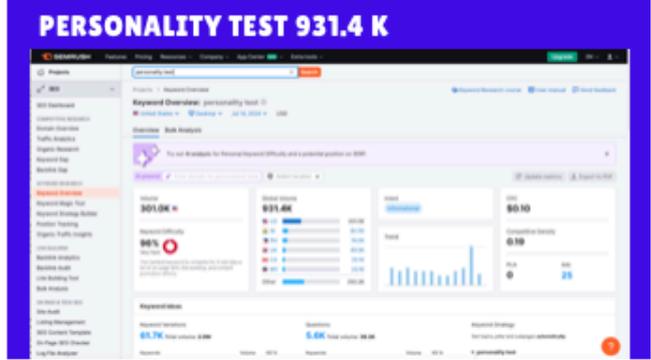
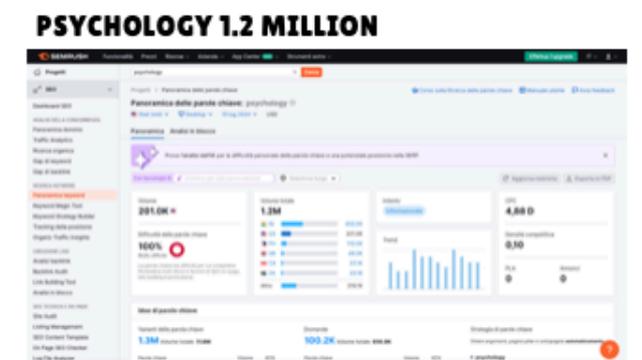
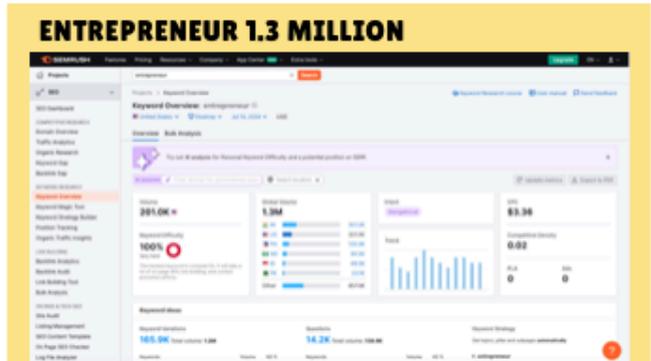
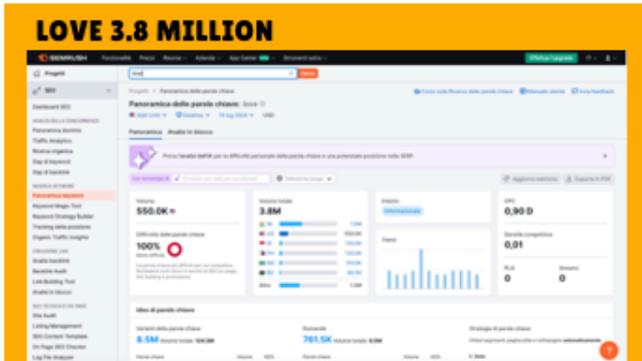
10. Impact Precision: How confident are you that every session creates real transformation, not just reflection, but immediate clarity and action?

(1 = not confident → 5 = somewhat confident → 10 = totally confident)

With the Your Life Your Way Coaching Methodology™ as part of your next level tool kit, for sure you can rate yourself from 9 to 10 on each question.

What Do People Search for?

These screenshots are from Semrush in July 2025 for google search terms.



People are naturally curious about themselves. People reason “what is in it for me”.

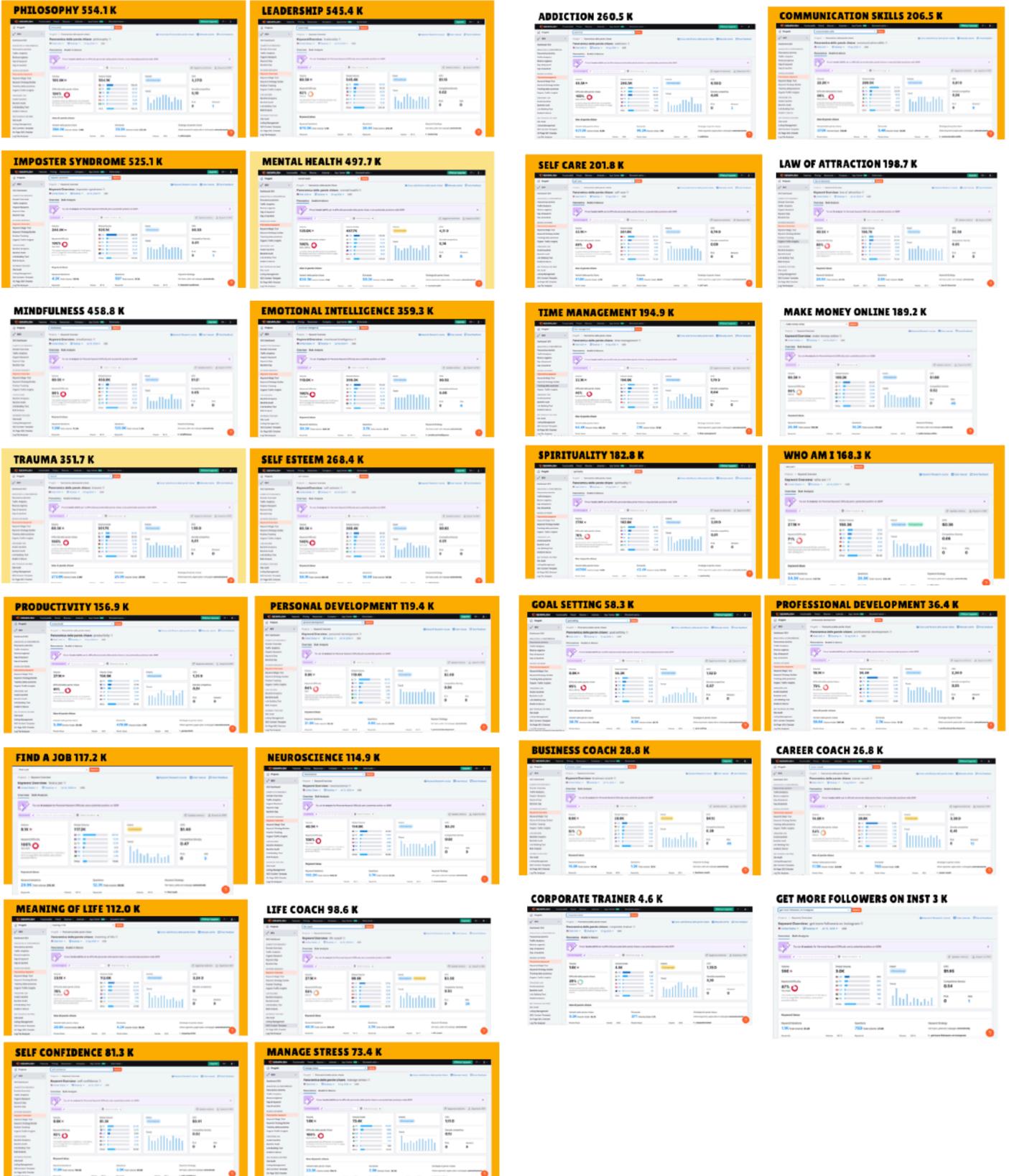
So a question for you:

- Are you offering your clients what so many are searching for?
- Do you include a Personality Test (profile) into your packages?
- Can you say that you know your clients better than they know themselves?

Compare the Google search terms to see how many people are looking for what you offer. Would that amount increase if you also helped potential clients know themselves?
PERSONALITY TEST (931,400 SEARCHES PER MONTH)

More Search Terms

This is just to get an idea of the issues people are currently facing.



Where Are You Now

READ CAREFULLY based on your years of experience.

AS A NEWBIE OR WANT TO BE COACH

The truth is: To build a credible, respected and sustainable Coaching career you need more than passion. You need structure, skill, self awareness and a proven Methodology that works. Here are things to solve to succeed. Here are some huge gaps:

- No structured methodology,
- No personality profile to understand clients,
- No predictable outcomes,
- No materials that demonstrate credibility,
- Nothing that stands out from free content online.

AS A COACH WITH 1 - 3 YEARS EXPERIENCE

You've already confirmed something important: you love this work and are good at it. You've helped people, seen breakthroughs, built confidence. But now comes the hardest part: turning early success into a stable, growing and differentiated business. Here are the real challenges:

- Your unique value, voice and authority,
- Maybe trading time for money working too hard,
- Unsure whether to create group programs,
- Feeling exhausted or directionless about marketing,
- Not clear about how or if to raise your prices.

AS A SEASONED COACH

Coaches with 7–10+ years in the field have something rare: Mastery. You've guided hundreds of clients, built a reputation, created income stability and proven you belong in this profession. But now, how do you evolve beyond the old ways which no longer excite you, scale you or challenge you? Is there boredom? Has there been burn out chasing success and followers. You want higher level stuff. Common frustrations are:

- Sessions feel repetitive,
- Clients ask for the same things,
- You're too busy managing a team and you want more fun,
- You crave growth, but aren't sure what direction feels genuine,
- It's hard work to maintain excellence as your volume grows,
- This is the quiet burnout few Coaches talk about.

Your Next Best Steps

Consider learning the Your Life Your Way Coaching Methodology™ to become a Certified Facilitator. You will then be able to **use the Models, Tools and Techniques** as a stand alone package (just what a Newbie or Want to Be Coach needs) or help your clients gain deeper clarity and confidence by integrating the **Personality & Needs Profile®** into your existing programs.

Your next best step now is to book a Coaching Session with Diana Dentinger. That way you experience first hand the power of the Methodology on yourself.

The Coaching Session is a **90 Minute One on One Call** that includes your Complete Personality Profile. The fee is \$175 discounted from \$295. Book your Coaching here: <https://yourlifeyourwayacademy.com/product/discovery-call/>.

The Session is pure Coaching! Diana guides you through all your Personality Needs. You walk away renewed and even more energized. This time together allows us both to feel if this Methodology is a good fit for our Missions and Visions.

When you see how fast, fun, precise and profound these tools and techniques are then most likely you will want to understand the Certification Process. Following the 90 Minutes of Coaching you set up a **Free Clarity Call** to speak about your business model.

The value of Facilitator Certification is well over \$50,000 for the simple yet leading edge trainings, the Coaching Materials (Models, Game Board, Cards), Diana's over 30+ years experience with clients in over 70 countries of the world and the Art and Science of 21st Century Coaching. Your investment is only a fraction of what Diana has spent on becoming an outstanding, excellence driven Coach. **READ THE NEXT PAGES TOO!**



About Facilitator Certification

This Certification is not for everyone. It's designed for Coaches, Trainers, Mentors, Counsellors and HR Professionals who want to go beyond surface level frameworks. By integrating the **Personality & Needs Profile®** into your programs, you are able to catalyze long lasting, positive change in your clients reaching their goals is aligned with who they are.



There are a total of 5 Phases to Certification

You can complete the process by **studying 2 hours a week** for a period of **3 months**. You can also do it at your own pace and take longer. You have your own private access to an E-Learning portal where the video Masterclass Trainings and the PDF Certification Manuals are hosted.

Each of the **5 Phases is a stand alone set of trainings**. Each Phase includes a One on One Coaching Session with Diana Dentinger of 90 minutes to guarantee you have understood the materials. You are your first case study so you will exponentially grow.

You have access to the following Phase only after the One on One Call. The final Phase includes a Case Study Exam. Upon successfully completing the exam, simulating coaching Diana as if she were a client, you are officially a Certified Facilitator.

When you enroll in a Phase of the Certification, you pay only for that Phase. For most Coaches that will be **\$1250 per Phase** for a total of \$6250. The investment per Phase will be determined based on your current business, amount of clients and country of residency as economies are different. For some Coaches it might be more, for some Coaches less.



The investment might also increase if you wish the Coaching Models and Tools branded to your business. We speak about this on the **Free Strategy Session** after you have had your Coaching Session.

Book your 90 Minute Coaching Session here for the discounted fee of \$175:

<https://yourlifeyourwayacademy.com/product/discovery-call/>.

This is NOT for You When...

Here is my deeper philosophy and point of view. To be straight forward, direct and totally bold and blunt here are reasons you should NOT sign up to work with or learn from me.

IT IS TOTALLY FINE IF HAVE PREVIOUSLY DONE THE LIST BELOW. YET NOW YOU REALIZE THAT THERE ARE BETTER, MORE HELPFUL WAYS TO FULLY SUPPORT YOUR PEOPLE.

You prefer to use cliché words that make no sense for what you offer. Here's an example: I see many business coaches, even top names, use phrases like “become the best version of yourself” but they teach business which is about performance, money and success. They are not specialised in who you are (nor do they have a profile so you can know who you are). So ask yourself how can they really guide you to become yourself and your best self?

You prefer pushy, unethical, FOMO filled sales with emotional triggers so people buy. And it does not bother you when you have clients who sign up for your programs but never start, continue or finish. Sure, marketing and getting people's attention is fundamental. But your intention, whole heartedly, is that they solve their issues with some type of guidance. If you are the person who feels the best for them, then all the better for you (when you can fulfill your promises).

You support and think Coaching should go AI. Well, let's support great Coaches having work first with real human connection - the more in person, the better. You might want to listen to stories about facts in family history. That way you realise the intricacies and uniqueness of what shapes a person's emotions, behaviors and experiences. You also might want to refine how much you know about communication - remember that only 7% is words and 38% is tone and 55% body language. Does your chat bot pick up on when your eyes slightly water, see when you change the position of your feet, notice the tiny shifts in the corners of your mouth? Just wondering. Let's stay human!

You will not budge on outdated concepts like “thoughts create reality”, “get out of your comfort zone”, “change your mindset to change your life”. I am in not in the business to convince you nor persuade you that most of the mainstream phrases and tools are obsolete and misguide people.

You are not open to conversations on consciousness and the multi dimensions of reality. You don't have to have had a near death experience, an out of body experience, strange or unexplainable synchronicities, deja vu type things about time or past lives, meditate, nor other woo woo type category stuff. Having an inkling that there is “more” could be helpful to an evolutionary journey.

You are afraid of a blank piece of paper and therefore will not do your self image picture. This Methodology is based on precise principles of the brain. Drawing is part of accessing the pre frontal cortex and right hemisphere of imagination to facilitate and catalyse long lasting change in people. You gotta sketch at least stick figures and make that fine!

IF YOU JIVE WITH THESE THEN BOOK YOUR 90 MINUTE COACHING SESSION:

<https://yourlifeyourwayacademy.com/product/discovery-call/>