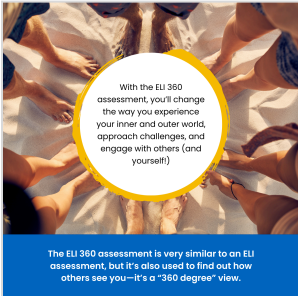


## ELI 360 MARKETING TOOLKIT

# Social Posts

### Social post #1:




With the ELI 360 assessment, you'll change the way you experience your inner and outer world, approach challenges, and engage with others (and yourself!)

The ELI 360 assessment is very similar to an EI assessment, but it's also used to find out how others see you—it's a "360 degree" view.


In a nutshell, you'll take the ELI 360 and rate yourself on a list of **36 leadership competencies**. Then, others in your life rate you on those competencies.

↓

Once all of the rating is completed, we'll meet for a **debrief session**.




During the debrief, you'll receive information on how others perceive you, which creates some great conversations. If there's a big gap in the way you rate yourself and the way others rate you, it gives you a chance to explore what's going on energetically. It's also great to look at how different leadership competencies are related to energy.



**BENEFITS**

**1**

Improved communication skills, higher self-awareness, and research-backed tools and exercises to increase satisfaction in 14 different areas of your life




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**BENEFITS**

**2**

The know-how to look closely at where (and how) you're investing your energy to best support your work and life goals




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**BENEFITS**


**3**


Boosted productivity, communication, and morale among employees for your work team, and transformations in your relationships, confidence level, and leadership skills



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With the powerful insights into where (and how) you're investing your energy, you'll gain the opportunity to chart a clear path to your work and life goals!






To learn more, visit my website to connect with me!

**insert website here**

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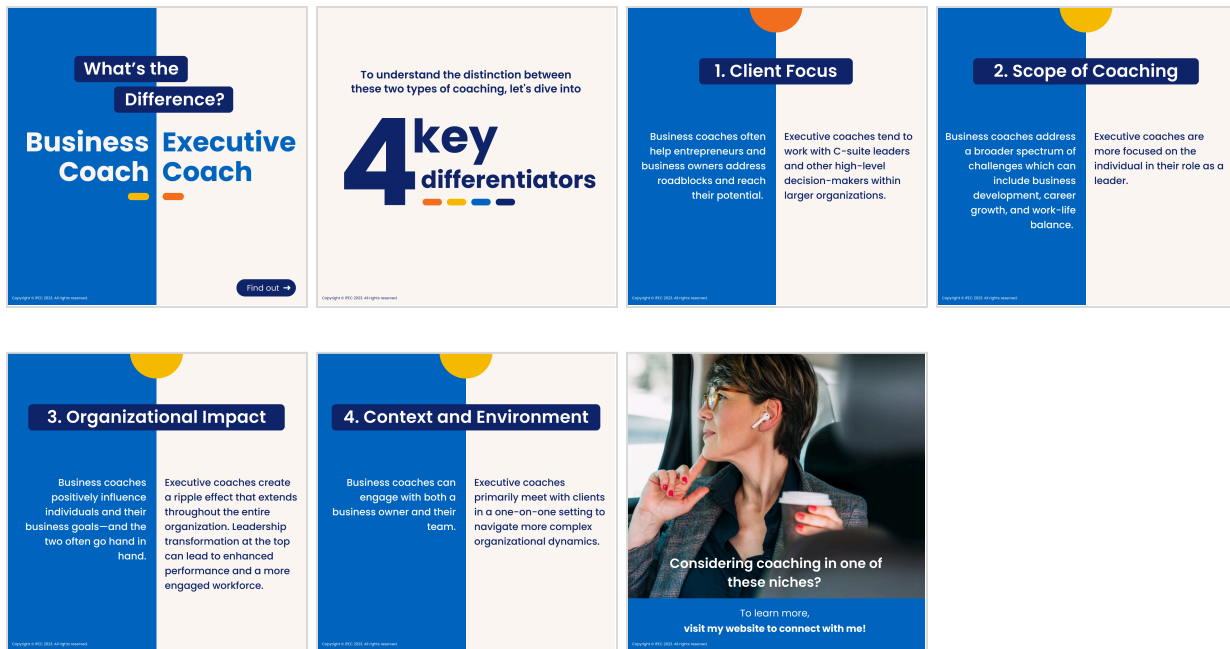
[Caption]

Gain valuable insight into reaching your work (and life) goals! 🙌

With an ELI 360 assessment, you'll have the unique ability to take something abstract, like the way you view the world, and turn it into something tangible—a metric that you can see and feel and even reevaluate in the future.

The ELI 360, coupled with a debrief from a certified professional coach (me!), is a powerful process for leveling up as a leader.

## Social post #2:



[Caption]

What's the difference between a business coach and an executive coach?

At first glance, business and executive coaching may seem interchangeable, but they each occupy a unique place in the professional coaching landscape.

Want to discover which path best aligns with your coaching aspirations?


Read our latest blog to explore these two closely related yet VERY distinct coaching niches to discover which one will be the most rewarding and fulfilling path for you! 💪

## Social post #3:

LEADERSHIP

### How Can Core Energy Coaching™ Improve a Leader's Success?

Highlights from a research study by Lynn Waldorf, "Core Energy Coaching™'s Impact on Work Satisfaction, Financial Gain, and Management Promotions"



LYNN WALDORF  
RESEARCHER

→

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There are two key types of energy that influence your ability to progress toward your goals:

**anabolic and catabolic.**

→ **Anabolic Energy** is positive, constructive, and creative; it works for a person.

→ **Catabolic Energy** is resistant, draining, and destructive; it works against a person.

The key to achieving high performance and personal wellbeing is learning to release constrictive Catabolic Energy while increasing the flow of expansive, healing Anabolic Energy. This is where coaching comes in!


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As a certified Core Energy Coach, together we'll start the process "inside," to find the root of a leader and your team's challenges and blocks to success, including:

- limiting perspectives about the world
- defeating thoughts
- outdated beliefs unconsciously picked up from family, society, and media

Many of these thoughts and feelings live under the surface, hidden from our awareness, and are huge drivers of unproductive choices and behaviors.

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As a Core Energy Coach, I've received specialized training to **uncover these inner blind spots**, gently bring awareness to my clients, and shift these inner blocks to cultivate **new perspectives and helpful beliefs** that support your success from a **deep and sustainable level**.

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How do we do that?  
Using the ELI and ELI 360!

→ The **Energy Leadership Index® assessment (ELI)** is a proprietary, research-backed tool that measures and illustrates the amount of each type of energy you experience under normal circumstances and under stress.

→ The **ELI 360 assessment** is very similar to an ELI assessment, but it's also used to find out how others see you—it's a "360 degree" view.

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So, what did the study find?

→ Working with a Core Energy Coach, and learning to increase the amount of Anabolic Energy and **respond to events from a higher level of consciousness, had a positive effect on most leaders' work life.**

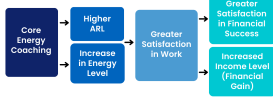
→ Leaders also reported that they were **more satisfied with their time management** and enjoyed a better work/life balance.

→ On their follow-up ELI, most leaders rated their energy level as higher, their work communication as better, and that they were **more satisfied with their level of productivity.**

Let's see this in action...

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Figure 1: Flowchart of Coaching Outcomes: First-Year Clients




"The flowchart in Figure 1 illustrates how working with a Core Energy coach can contribute to financial gain within a year of coaching. On average, after working with a Core Energy coach, clients' expression of Anabolic Energy increased, directly contributing to their improved level of satisfaction at work. The improvement in their level of satisfaction was found to contribute to the increase in income level and increase in Financial Success."

*\*Bolded format added for emphasis*

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Figure 2: Flowchart of Coaching Outcomes: Second-Year Clients



"As shown in Figure 2, the flowchart of coaching outcomes for second-year clients was very similar to the first-year chart. For both groups, **Core Energy Coaching™ led to an increase in Anabolic Energy, increased Overall Work Satisfaction, and greater satisfaction with their level of Financial Success.**"

*\*Bolded format added for emphasis*

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Learn more about the findings and read the full research paper at:  
[ipeccoaching.com/research-papers](https://ipeccoaching.com/research-papers)

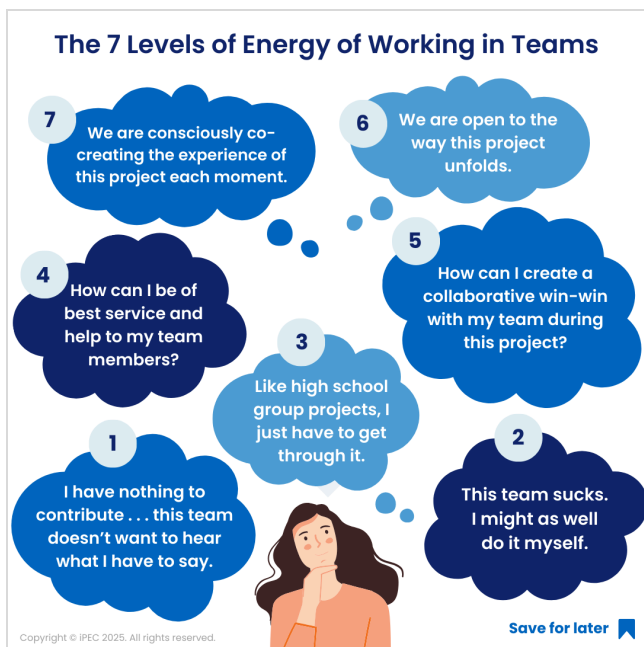
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[Caption]

How does Core Energy Coaching impact a person's leadership potential and work life satisfaction? 🤔



## Social post #4:



[Caption]

Working in teams or any kind of group dynamic, can understandably bring up energy when collaborating with others. Below are how each of the 7 Levels of Energy show up in a team!

Comment which energy level(s) you're experiencing in your group dynamics, and which energy(s) level you'd like to be working from. 📌