

Designing Your Life Coaches Certification Program Agreement

Evans Burnett LLC, dba The DYL Group

This agreement covers the rights and responsibilities of Certified Coaches and is between you, the COACH, and Evans Burnett LLC, the commercial operating entity for Bill and Dave.

This agreement is made with (name): _____
(hereafter known as the "COACH") and the Evans Burnett LLC (hereafter known as the "LLC" or "Bill and Dave").

The period of this agreement is one-year from the date of completion of all certification criteria including your Coaches Certification Workshop.

1. **Certification Pre-requisites:** Certification requires that COACH be a life or career coach with your own practice, and hold a certification from a recognized coaching institute, training program, or school. You might also be a career counselor at a non-profit or University, or a professional psychologist who wants to add some DYL tools to your existing toolkit. COACH must also have You need to have experienced the class, having taken the Designing Your Life Intensive Workshop, DYL for Women, or the Creative Live on-line class prior to the Coaching Certification Workshop.
2. **Certification Training:** Certification requires successful completion of the official DYL Coaching Certification Workshop to be held on January 5-6, 2019 and delivered by Bill Burnett and Dave Evans and payment of workshop fees. Completion success approval is required and will be determined solely by Bill and Dave. The cost of the Coaching Certification Workshop is \$2800, which includes 1-1/2 days of training, materials and your first year's certification fee, and does not include travel, lodging, meals, etc. If COACH is not successfully certified by the conclusion of the Coaching Certification Workshop, COACH will have the option of attending a subsequent Workshop at no additional cost to re-attempt Certification, or to receive a refund of \$2000.
3. **Certification Renewal:** Following Year 1, the annual fee to renew DYL Coach Certification and retain access to the DYL Coaches Community and benefits is \$800.00. The Certification Renewal payment is due 11 months after completing the Coaches Certification Workshop. If the Certification Renewal payment is not received before the end of Year 1 (12 months from completion of the Coaches Certification Workshop), Certification will terminate. If terminated only for non-payment of Certification Renewal, COACH will have 30 days to pay the Renewal fee and be reinstated at no extra charge, and from 31-90 days may be reinstated by paying the Renewal fee plus a 25% late charge. Beyond 90 days, COACH must reinitiate a new certification process and Year 1 fees. At the time of Renewal, LLC may at its sole discretion update the terms of this Agreement in which case COACH may either accept the updated terms and renew or decline renewal.

4. **Termination:** The LLC or COACH may terminate this Certification Agreement, effective 30 days following written notice to the other party for any reason. If LLC terminates COACH's Certification, LLC will reimburse COACH's as follows per the effective date of termination: \$600 if terminated more than 9 months before the end of the paid-up year; \$400 if terminated 6 to 9 months before the end of the paid-up year; \$200 if terminated fewer than 6 months before the end of the paid-up year. If COACH terminates the Agreement, no fees will be reimbursed.

Certified DYL Coach Benefits

- COACH will be listed on the Designing Your Life website with a link to COACH's website and/or email address.
- From time to time, at the LLC's sole discretion, COACH may be listed in other DYL marketing materials or activities, such as Bill and Dave's newsletter.
- Certified Coaches will have access to all Designing Your Life worksheets and tools. Certified Coaches will, whenever possible and appropriate at Bill and Dave's sole discretion, be offered access to new DYL tools as soon as they are developed prior to public release or publication, in order to give Certified Coaches additional value and advantage in their practice.
- In the Certification Workshop, coaches will practice delivering coaching with our exercises and build competency and confidence in the process.
- In the Certification Workshop, Coaches will receive "coaches' notes" on all available DYL exercises, an explanation of "best practices" for coaching, and a behind-the-scenes discussion on the origins and evolution of the tools.
- Certified coaches will have exclusive access to the DYL Coaching Community on our website (or a site specifically for coaches), including a library of resources, connection to other DYL Certified Coaches, and opportunity to share community best practices.

Rights and Responsibilities

Upon completion of the Coaches Certification Workshop, COACH is granted a one-year license to use the LLC's materials in their coaching practice with individuals or small groups and to use the LLC's "Certified DYL Coach Designation" and provided graphic logo in COACH's marketing materials, website, etc. Only current, Certified DYL Coaches are authorized to use these designations, and COACH commits to cease use of said designation and logos upon termination.

When using the LLC's materials, copying and distributing handouts, COACHES should be sure to include the proper copyright notifications. **All materials should be marked "Copyright Evans Burnett LLC"**. The LLC may update such requirements as needed time to time.

The COACH is not licensed to teach commercial workshops or deliver training events that compete with the LLC's Designing Your Life Workshops, any Certified DYL Trainers' workshops, or educational workshops that compete with Stanford University's Life Design Lab (aka, d.life Lab). The LLC makes a clear distinction between coaching certification and

training or workshop instruction certification. This DYL Coaching Certification is for personal coaching only, typically delivered one-on-one or with small “design teams” of individuals relating to using DYL ideas and/or tools to pursue specific life, career, or personal goals and objectives for COACH’s client(s). Coaching sessions conducted for more than 10 persons at one time, whether co-located or online, will be considered a training event and a violation of this Agreement and may incur LLC’s termination of COACH’s Certification.

I understand that DYL Coaching Certification is for personal coaching only, not for conducting training or instruction services. Initial here: _____

This agreement is construed under the laws of the State of California and represents the entire agreement between COACH and the LLC.

COACH: printed name

William R. Burnett
Evans Burnett LLC

COACH: signature

Evans Burnett LLC

Date

Date