



Behavioral  
**Elements**™

An ONLINE, ON-DEMAND  
Certification Program  
for Coaches, Trainers, HR  
Professionals, and Talent  
Development Practitioners



**Empower your  
clients to behave  
intelligently.**

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*Become a Behavioral Elements Certified  
Guide and unlock people's potential by  
improving behaviors.*

*A unique behavioral assessment  
and learning program built on  
modern Behavioral Science.*

# What is the Behavioral Elements Program?



*An innovative system designed to empower people and build high-performance cultures by improving behaviors.*

Behavior is a choice, and the decision to act in certain ways can build relationships, foster growth, and improve performance. The Behavioral Elements program helps people and organizations understand what drives behavior and supports growth by transforming behavioral choices.

## Behavioral Elements Helps People:

- Identify their driving purposes
- Improve decision-making
- Capitalize on their motivations
- Transform behavioral habits
- Achieve personal and professional goals

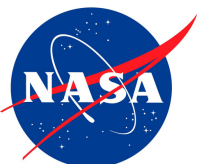
## Behavioral Elements Helps Organizations:

- Develop better communication
- Foster shared understanding of work styles
- Facilitate high-performance cultures
- Reduce conflict
- Build stronger, more collaborative teams

Becoming a Behavioral Elements Guide gives you a variety of tools to empower personal and organizational performance. The program includes access to a detailed behavioral assessment, structured one-on-one coaching curriculums, custom planners, group training programs, talent management instruments, and culture-building systems.



## Organizations that have utilized the Behavioral Elements Program:



# Empowering Your Clients to Behave Intelligently – How Behavioral Elements Creates Real Change

The Behavioral Elements Program is a powerful tool for your training, coaching, recruiting, or talent management programs. It is designed to help people easily explain where behaviors come from, both their own and others. This understanding helps people and teams predict and manage actions and reactions in multiple contexts and situations. With your guidance, your clients will create real and lasting behavioral growth in themselves and their teams.

Guides also benefit from learning to use the Behavioral Elements 4 Drive Framework to build trust and connect with their clients on a level never before experienced. Understanding the drives will help you get to the core of your client's motivations and support you in devising strategies to better serve them. Similarly, the Behavioral Elements Program allows you to quickly and accurately assess communication styles, decision-making preferences, workplace values, and more.

By becoming a certified Behavioral Elements Guide, you will gain access and license to use the proprietary assessment, professionally developed and tested training and coaching programs, and tools to foster behavioral change. We also share best practices on how to implement and monetize the program, giving you the tools to be successful on day 1! Join our global community of Behavioral Elements Certified Guides and empower yourself to help your clients behave intelligently.



Behavioral Elements was **perhaps the best 4 hours of training I've had at Ford – EVER.** Framing project management and its myriad challenges from the perspective of personality types and behaviors truly drove it all home for me. Well done! ||

– R.H, Ford Motor Company

The behavioral elements test and feedback/ results are **truly spot-on, and enlightening...** I'm blown away by the accuracy and the implications for my life & career going forward. ||

– Caitlin Crommett, GenerationWHAT? Academy

Unlike traditional personality tests, Coeus's Behavioral Elements give **deep insight** into the motivations for individuals' actions and crucially how to influence each elemental type's decisions and behaviors. ||

– Gabe Murillo, Variant Partners

All the tools, all knowledge that we received today were not only good for business, but I felt like I could take all of this and transfer it into my personal life, which is **amazing.** ||

– Participant, Falkenberg, Gilliam, & Associates

# Certification Benefits: Tools to Accelerate Your Success in Coaching, Training, and Development



10 Hours Immersive Training in Behavioral Intelligence



Continuous Learning with an Opt-In Weekly Coaching Program



Certification and Licensing of the Behavioral Elements Assessment



A Full Suite of Powerful Marketing Materials



Customizable Training Programs for Developing People and Teams



Exclusive Access to New Tools and Opportunities



Online Community for Resource Sharing and Engagement



Complimentary Assessment Credits

A man in a dark suit and light blue shirt is smiling and holding a large red 'X' shape. The background is a dark, textured wall.

[Click Here to See the Behavioral Elements TEDx Talk](#)

The Behavioral Elements Program is being successfully used by trainers, coaches, and speakers in more than 15 countries around the world and has been translated into 6 languages.

# Certification Process

**1** Attend the Behavioral Elements Immersive ONLINE, ON-DEMAND Training Program (10 Hours)

**2** Complete Readiness Assignments and Teachback (1 Hour)

**3** Gain Access to Behavioral Elements System and Custom Materials

**4** Deploy the Program and Start Empowering Your Clients' Success

**5** Keep Growing by Joining the Opt-In Weekly Coaching Program (Optional)

|| Although I introduced Behavioral Elements in a short 20-30 minute talk, the effect was immediate on my participants. Their behavioral habits and challenges become clear, and they were eager to dive deeper into the program. ||

– Søren Dinitzen, Trainer & Educator



# Return on Investment – Grow Yourself, Grow Your Clients, and Grow Your Business



As Behavioral Elements Certified Guide, you'll gain access to our proven suite of learning applications, customizable facilitation kits, ongoing education, business development support, wholesale pricing, and more. You'll also join an exclusive community of BE Guides dedicated to improving the behaviors of people and organizations worldwide.

## Certification Cost:

~~\$2999.00 USD~~

**\$999.00**

Limited Time Investor  
Backed Discount Rate

## What's included?

An ONLINE, ON-DEMAND Behavioral  
Certification Training Program  
(Valued at \$2500)

Complimentary Behavioral Elements  
Assessment Credits (Valued at \$750)

7 Ready-to-Go Training Programs  
with Customizable Slide Decks  
(Valued at \$7000)



5 Ready-To-Go Coaching Programs and  
40+ Worksheets (Valued at \$9000)

Ongoing Business Development and  
Coaching (Valued at \$12000 Annually)

Access to a Global Community of  
Learning Professionals with our BE  
Guide Global Team (Priceless)

*Are you part of a team?*

*Ask us about our custom programs for enterprise and multi-user solutions.*



[Check out our video testimonials of real transformation!!](#)



We look forward to empowering you and your clients with the Behavioral Elements program.

**Apply today!**

**[www.behavioralelements.com/certified-guide-application](http://www.behavioralelements.com/certified-guide-application)**



Questions on how the Behavioral Elements Certification can help your practice?

**Contact us today at [jay@behavioralelements.com](mailto:jay@behavioralelements.com)  
or by phone/WhatsApp at +1 (313)-802-1602**