



Behavioral
Elements™

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



**Empower your clients.
Grow your business.
Stand out from the crowd.**

*Scale your coaching and training business
with powerful behavioral science-backed
tools and a proven framework for success.*

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

Why Behavioral Elements? Your Competitive Advantage Starts Here



You're great with people, you care deeply, and you want to help people grow and thrive. You also recognize the need for a **cost-effective, scalable system** to serve those who want to work with you. Most assessment certifications put you in a box. Ours gives you the tools to break out.

A Behavioral Elements Certification is different. Not only does it equip you with a proven, science-backed assessment that helps people understand their own behavior, but it also provides a **comprehensive suite of training decks, coaching programs, worksheets, and more.**

This is a powerful suite of tools used by organizations such as NASA, Ford Motor Company, Nikon, Johns Hopkins, State Farm, and many more, including corporate, governmental, and non-profit entities. Day 1, you can hit the ground running with the confidence of having a **behavioral science-backed system to build your business.**

Built on the 4-Drive Framework of human behavior, a Behavioral Elements Certification provides trainers, coaches, and HR professionals with a simple yet powerful approach to explain, predict, and influence behavior.



[Click here to check out Behavioral Elements on TEDx](#)

Organizations that have utilized the Behavioral Elements Program:



Grow Your Business on Day 1:

Ready-to-Run Workshops with slide decks, facilitation guides, and exercises.

Client-Ready Assessments & Reports that reveal motivation and behavior at every level.

Practical Coaching Tools to guide clients through conflict, communication, and culture change.

Marketing & Business Development Support to help you bring these solutions to market.

Stand Out – How the Behavioral Elements Subscription Model Empowers Success

The Behavioral Elements Program is different.

Not only is this a powerful tool for your training, coaching, recruiting, or talent management programs, we use a subscription-based model, providing you with **ultimate access and flexibility to build your success.**

Most assessment programs have an added cost for every assessment that you deploy. That can get expensive and create significant burdens and limitations. With Behavioral Elements, you will have access to 500 assessments monthly to deploy as you see fit. **The annual subscription cost is all-inclusive.** You get access to the training decks, coaching programs, assessments, and interactive results packets to empower people in **leadership, management, sales, relationship building, conflict resolution, decision-making, enhanced communication, and more.**

With your guidance, your clients and stakeholders will be **empowered to create real and lasting behavioral growth** in themselves and their teams. Whether building a powerful internal workforce or working with external clients to empower their success, the Behavioral Elements program equips you to **stand out amongst the crowd.**

We also share best practices through our **weekly coaching program** on implementing and monetizing the program, giving you the tools to succeed on day 1! Join our global community of Behavioral Elements Certified Guides and empower yourself to help your clients and teams behave intelligently.



What Our Guides Say About Behavioral Elements Certification

|| I've used DISC and MBTI for years, but they always left people saying, 'Okay... now what?' With Behavioral Elements, my participants don't just understand themselves—they walk away with strategies they can use immediately. It's hands down **the most actionable assessment I've ever put in front of a group.** ||

|| As a coach, I wanted **something deeper than personality boxes.** Behavioral Elements helps my clients see the real drives behind their behavior—and once they see it, they can actually change it. That's something no other assessment I've tried has delivered. ||

|| 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. ||

|| What impressed me most was the value. With other certifications, you pay thousands just to get started—and then you're charged every time you use it. Behavioral Elements flips the model. **I can use the assessment unlimited times, which means my ROI keeps growing** with every workshop and every coaching session. ||

More Than Just a Certificate...

Join a Growing Community and Get Access to a Full Suite of Tools to Help You Scale Your Coaching and Training



When you become a Certified Guide, you'll gain:

✓ **Unlimited Assessment Access** – Unlike other certifications that nickel-and-dime you for every participant, your license gives you unlimited use. Run as many assessments as you want without worrying about hidden costs. [Click to see a sample report.](#)

✓ **A Complete Toolkit for Impact** – Get done-for-you training decks, worksheets, coaching tools, and plug-and-play resources so you can deliver transformational programs immediately. [Click to see sample worksheets.](#)

✓ **More Than Personality** – Personality tests explain tendencies. Behavioral Elements shows the drives behind action—helping you and your clients understand motivation, decision-making, conflict, and communication at a deeper level. [Click to learn about the Assessment.](#)

✓ **Trusted Science, Real-World Results** – Based on Harvard research (Lawrence & Nohria's 4-Drive Theory) and tested globally, this framework is simple to explain, powerful in practice, and unforgettable in its results. [Click to learn about the powerful science behind the Behavioral Elements Program!](#)

✓ **Community of Guides** – Join a growing network of professionals worldwide who are using Behavioral Elements to spark change, build trust, and accelerate growth in organizations of every size. Plus, you get free access to our ongoing Certified Guide Coaching Program to help you maximize your certification value!



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, 500 monthly assessments credits, and more. You'll also join an exclusive community of BE Guides dedicated to improving the behaviors of people and organizations worldwide.

Certification Cost:

~~\$2499.00 USD~~

\$999.00

Includes the full first year
subscription

What's included?

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

500 Assessment Credits monthly
(Valued at \$75/assessment)

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



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

Ongoing Business Development and
Coaching (Valued at \$6000 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.

How Behavioral Elements Creates Lasting Change



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

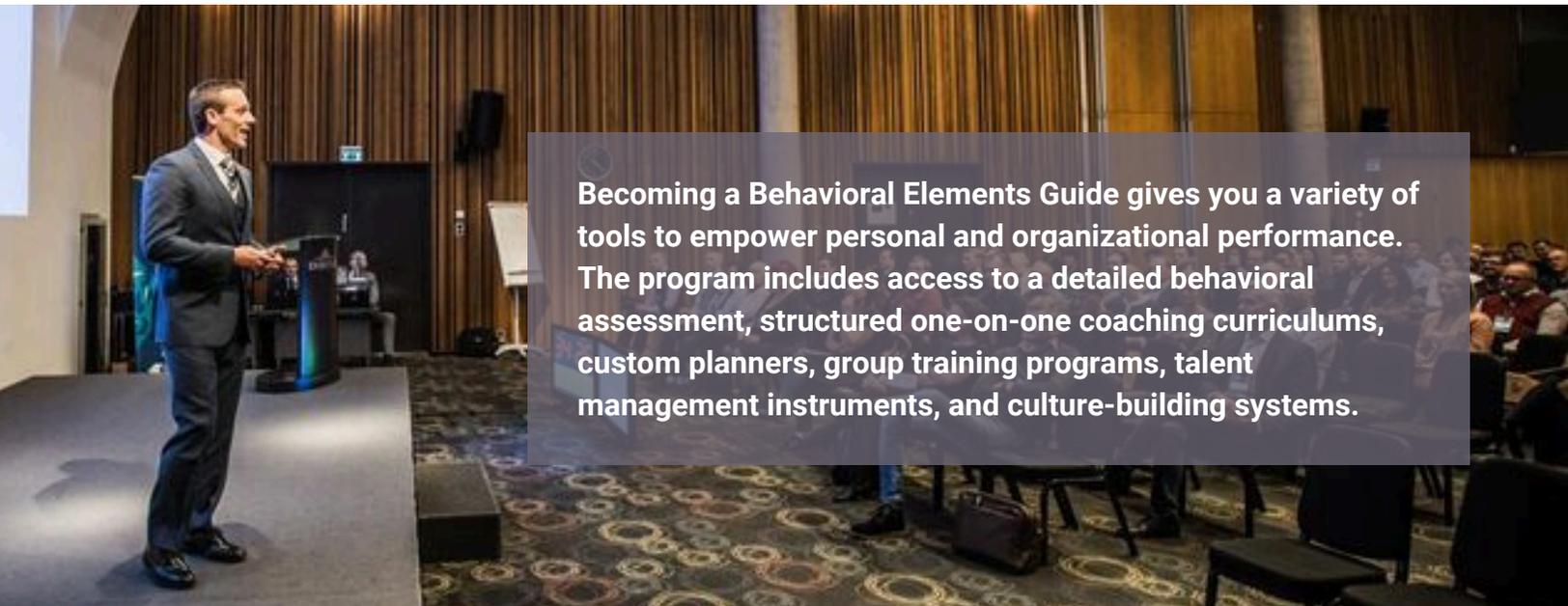
Behavior is a choice, and the decision to act in certain ways can build relationships, foster growth, and improve performance. The Behavioral Elements program helps people and organizations understand what drives behavior and supports growth by transforming behavioral choices.

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.

Why Behavioral Elements is Disrupting the Competition

Most certifications require thousands upfront and then charge you repeatedly for each assessment you deploy. We are changing the traditional assessment model with Behavioral Elements:

- One low annual investment (Less than \$100/month). Unlimited use. Full freedom.
- Lower risk, higher value. No “use it or lose it” stipulations. No recertification costs.
- Tools that work. From corporate workshops to one-on-one coaching, you’ll have resources to create powerful results that your clients will celebrate.

Other assessments describe behavior. Behavioral Elements helps people change it.

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



Includes 500 Assessments Monthly

A dark gray silhouette of a world map with several countries highlighted in white, including the United States, Canada, the United Kingdom, France, Germany, Italy, Spain, and Australia.

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





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



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

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