

# Be a Coach. *Build a Business.*

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**Turn your experience into work that helps people grow.**

*Nexgen Shows you how to coach people well and build a real coaching practice.*

**\$34B+**

*Projected global coaching industry value by 2030 — still growing fast*

*ICF Global Coaching Study 2025*

**2x**

*Demand for qualified coaches is expected to double over the next five years*



## THE PROBLEM

You already  
*help people.*

Everything we do at NEXGEN **starts with the person** — their ambition, their uncertainty, and their desire to build something meaningful.

NEXGEN MAKES BECOMING A COACH  
SIMPLE.

## THE PERSON

**Many professionals feel something changing.**

Friends come to you with problems. You listen. You ask good questions. You help people think clearly. But becoming a coach can feel confusing. Where do you start? What training do you need? How does certification work? NEXGEN makes it simple.

## THE PROBLEM — CONFUSION BEGINS.

**The coaching world is confusing.**

- Where do I start?
- What training do I need?
- How does ICF certification work?
- How do I know if I'm doing it right?
- How do I actually build a coaching business?

People should not have to guess.

## THE FEAR — TWO THINGS HOLD PEOPLE BACK

**"Will AI replace coaches?"** No. AI can process data. It cannot sit with someone in their hardest moment. That is a human skill. **"Isn't the market saturated?"** The market is full of people with a certificate. It is not full of coaches who truly know how to build a practice. That is the gap NEXGEN closes.



THE OPPORTUNITY

# Your Future as a *Coach*

Organizations need better leaders. People want meaningful work. More professionals are turning to coaching to help others grow. The opportunity has never been bigger.

With 59% of coaches expecting revenue growth in the coming year, now is the ideal time to enter a field that's not just stable but expanding rapidly—offering flexibility, fulfillment, and financial potential.

## THE HARD DATA

**\$5.8B**

**Projected global coaching market in 2026, up 17% from 2023**

Leadership and executive coaching continue to be dominant areas in the coaching industry, with 54% of coaches indicating specialization in them.

*ICF Global Coaching Study 2025*

**15%**  
**Growth**

**Increase in active coaches worldwide since 2023**

The global number of coach practitioners rose 15% since 2023, reaching a record 122,974.

*ICF Global Coaching Study 2025*

**9.3%**  
**Annual Growth**

**U.S. professional coaching industry forecast through 2030**

Strong demand is expected to continue, with the industry forecast to grow at an average annual rate of 9.3% from 2025 to 2030, reaching \$23.8 billion.

*Market Research*

**NEXGEN** Empowers You to Seize It—with practical business training, not just theory, to build a sustainable practice in this high-demand field.

# Human-to-human connection is the *next superpower*.

NEXGEN

Human-to-human connection is the next superpower. AI can process data. But it cannot sit with someone in their hardest moment. That is a human skill. That is coaching. And the world needs it now more than ever.

01

## AI accelerates everything — except empathy

90% of routine tasks will be automated by 2027. The 10% that remains? Deep human presence. Navigating grief, ambition, fear, transition. Coaching is that 10% — and it's the most valuable work on earth.

02

## People are desperate for someone to trust

When leadership fails, when algorithms curate your reality, when everyone is performing — people desperately seek one genuine human connection that helps them think clearly and move forward. That's a coach.

03

## You don't need to be present — you need to help others be

When you become a NEXGEN certified coach, you learn to hold space, create clarity, and help people become more present and aware. In a distracted world, that skill is priceless. And people will pay for it.

## THE PLAN

# If the path is simple, people *move forward*.

The NEXGEN plan has three steps.

### STEP ONE

## Learn how coaching works.

You learn what coaching is, how it works, and how to do it well — taught to the PCC level of the ICF. Real skill. Real methodology.

### STEP TWO

## Practice coaching with real people.

You become a coach by doing. NEXGEN gives you a live community to practice with — real sessions, real feedback, real growth.

### STEP THREE

## Build a coaching business.

We give you the tools — brand, niche, pricing, social media, and a go-to-market plan. The rest is yours to walk.

*That's it.*

## PROGRAMS

# Choose the path that fits you.

Three programs. One community. Most students start with Gold.



SILVER

## Certificate Program

Certificate of Completion

- Foundational coaching skills
- ICF Core Competencies framework
- Live peer coaching practice sessions
- Business foundations module
- Certificate upon completion

POPULAR



GOLD

## ICF ACC Pathway

ICF Associate Certified Coach

- 69 hours of coach education
- 2-day in-person seminar
- Weekly live instruction sessions
- 4 Business Builder Workshops
- ICF ACC credential pathway



PLATINUM

## ICF PCC Pathway

ICF Professional Certified Coach

- 125+ hours of coaching education
- Advanced mentor coaching included
- PCC performance standards
- Executive niche development
- Full business launch support

WHY NEXGEN IS DIFFERENT

# Clarity and **real-world practice.**

## **Learn at the PCC Level**

We teach the coaching skills used by experienced executive coaches.

## **Join Anytime**

Start when you are ready.

## **Go at Your Own Pace**

Move as fast or as slow as you want.

## **We Simplify ICF Certification**

We explain the certification process step by step.

## **Real Community**

You practice coaching with real people.

## **ICF Membership Included**

Gold and Platinum students receive a complimentary ICF membership — a global community of more than 60,000 coaches.

## **Modern Learning Technology**

An AI-driven platform helps you practice skills, track progress, and learn faster.

## THE TRANSFORMATION

# People do not buy training. They buy *who they become.*

**You become a coach.** *With real skill. Real practice. And a clear plan for your coaching business.*

### BEFORE NEXGEN

- Curious about coaching
- Unsure where to start
- Confused about certification
- Wondering if it is possible



NEXGEN

### BEFORE NEXGEN

- Confident coaching skills
- Real practice experience
- Clear path toward certification
- A coaching business taking shape

*The Simple Outcome: "You become a coach with a plan."*

## INDUSTRY GROWTH

# Coaching is *growing* around the world.

- Organizations invest in leadership.
- People want meaningful work.
- Coaching allows professionals to help others grow.
- \$5.34B+ global coaching industry. 122,974+ coach practitioners worldwide. +87% industry growth since 2019.

**\$5.34B+**

The global coaching industry — and it continues to grow

**122,974+**

Coach practitioners in the global community

**+87%**

Industry growth since 2019 — demand is accelerating

# You don't *build* this alone.

NEXGEN is a community of coaches learning and growing together.

## Coach for the Cause

Coaches practice their skills while helping people who need support. **Everyone benefits.**

- Coaches practice while supporting people who need it.
- Students gain hours.
- Communities gain support.
- Everyone benefits.

## The Research Lab

NEXGEN invites **researchers, universities, academics, and thought leaders** to explore the future of coaching.

- Researchers and universities
- Academics and thought leaders
- explore the future of coaching — together.

## MEET THE GUIDE

# Every hero needs a guide. The guide shows *empathy and authority*.

NEXGEN was created by Jake Mannino and Lyssa deHart. They have spent decades working with leaders and coaches. They understand two things deeply — people want meaningful work, and the coaching industry can feel confusing. So they built NEXGEN to change that.



## Lyssa deHart

Co-Founder & Lead Faculty

ICF MCC · LICSW · Approved ICF Assessor · Published Author

Lyssa deHart is one of the most experienced coaches in the world and has trained over 10,000 coaches. She holds the ICF MCC — the highest credential in coaching. She teaches coaches how to discover who they are and how to coach with presence.



## Jake Mannino

Co-Founder & Program Director

ICF PCC · Certified Executive Coach · EMBA Michigan State

Jake Mannino has spent decades developing leaders at scale. He helped build a coaching program that reached 12,000 Microsoft employees. He understands what it takes to build a coaching practice that people trust.

WHAT NEXGEN GIVES YOU

# The compass. The map. The rest is yours to walk.

We give you every tool to build your brand, your niche, your business, and your presence.

## Your Brand

Voice, visual identity, and positioning — everything a serious professional needs.

## Your Niche

Where your experience, your strengths, and real market demand intersect. Clarity is your edge.

## Your Business

Pricing, service structure, and a business model that sustains a real practice.

## Go-to-Market

Where to start, who to talk to, and how to create visibility without feeling like you're selling.

## Social Media

Platform strategy, content frameworks, and how to build an audience that trusts you.

## Your Story

Resume, LinkedIn, bio, and speaking introduction — assets that communicate your coaching authority.

## WHO WE ARE

# We exist for a reason.

The world is changing fast. People feel overwhelmed. They need someone who can help them think clearly.

***NEXGEN trains coaches who can do exactly that.***

***Human-to-human connection is the next superpower.***

## WHAT WE STAND FOR

- ### 01 The Compass + The Map

We give you every tool — brand, niche, business, social, go-to-market, story. We can't walk the path for you. But we make sure you never walk it blind.
- ### 02 Human-to-Human, Always

In a world accelerated by AI, the skill that compounds is presence. Coaching teaches you to be fully human — for yourself, and for everyone you serve.
- ### 03 The Credential + The Business

ICF mastery and real business skills. Not one or the other. The coaches who succeed have both. NEXGEN is the only program that teaches both at the same time.
- ### 04 A Community for Life

You don't build alone. The coaches you meet in your cohort become your peers, your accountability, and your network — long after graduation.

CALL TO ACTION

# Join a free *live session.*

## You'll learn:

- How coaching works
- How NEXGEN works
- Whether this path is right for you

NEXGENCOACHES.COM

SUPPORT@NEXGENCOACHES.COM

IN ONE HOUR YOU WILL LEARN:

## 01

How coaching works

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## 02

How NEXGEN works

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## 03

Whether this path is right for you



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