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Feminine Embodiment Coaching Certification

TRAINING CURRICULUM



You've awoken a passion within you & now you're ready to share it with others.

Remembering...
The power of pleasure
The sacredness of
sensation
The beauty of the body

You are hungry for more depth, more richness, more vibrancy, and you know others (your future clients) are craving the same.

But there's a big difference between personal activation & professional competency.

This is why you're searching a direct path to deeply embodying the language, tools, structures & resonance needed to safely & reducibly guide others in embodied, feminine ways.

Combining trauma-aware coaching, feminine spirituality & real-life application, the Feminine Embodiment Coaching Certification (FECC) is a 6-12 months, internationally recognized professional coaching training for women. Together, we'll master the modality of body-based coaching that invoke power, purpose & pleasure.

A stylized, handwritten signature in black ink, appearing to read 'Jenna'.

JENNA WARD - SCHOOL FOUNDER

*Feminine Embodiment
Coaching is a
sensation-based style
of coaching designed
to let the body lead*



WHAT IS FEMININE EMBODIMENT COACHING?

Coaching

Questions are keys that open *new doorways of awareness*. We use powerful questions to create new insights & discover the deep, self-lead truth already existing in the client's body. But our questions are also woven with...

Feminine

The feeling, flowing, the emotive, sensual feminine is the radiance of life dancing within us. We invoke this vulnerable, emotional nature through our questioning, embodied resonance & deep coaching approach.

Embodiment

This body is the temple where knowing & feeling, thinking & sensing come alive. We work with the body using the Pillars of Embodiment to anchor our realizations on a somatic level - so that our clients can *feel* the truth of it.

ABOUT THE FOUNDER

Welcome, I'm Jenna Ward, head trainer in our Certification Program.

I'm an Australian woman living between Australia & the Netherlands. Mother of one. Lover of chai, chocolate, champagne & coaching.

In 2017, after coaching hundreds of women across more than 20 countries in 1-1 & group coaching, my past clients began asking if I would teach them *"this way of coaching"*.

Our first graduates were certified in 2018 & since then our training in body-honoring, feminized forms of coaching continues to refine & support women who desire to blossom fully into their gifts & skills in the embodied arts.

My studies in the realms of embodiment, movement practices, energy medicine, trauma-informed work & embodied social justice have informed our curriculum, as has my ability to create structure & form from the deeply nebulous, invisible world of the embodied feminine.



THE CERTIFICATION IN A SNAP-SHOT

- **6 core modules** of professional coaching training
- **Multidimensional learning** through interweaving streams of personal mastery, theory & coaching
- **Weekly live group call** support
- **Vibrant community** of peers
- **Small support circle accountability** & partner practice
- **Internationally recognized** accreditation
- **Online delivery** with manuals & resources to keep
- **Supportive teaching team** who sincerely want you to succeed
- **The skills, tools, frameworks** & personal mastery to blossom fully into your innate capacity as a coach/practitioner

*Find the frameworks, language,
community & container to
fully blossom into
what you are already capable of
as a woman & coach*

"Before signing up to the coaching certification, I had hesitations about investing my time and money into the program, but **I'm so glad that I listened to the call to sign up.**

From the self mastery work to the coaching skills I learned, I feel confident to coach others now. This program teaches you invaluable tools for yourself and for helping others too.

I feel like the coaching certification delivered more than I could have imagined."

PERNILLE POWELL, AUSTRALIA



"As a result of FECC, I feel more energetically embodied. I've released the need for things to be perfect, I have more self-compassion & **I've finally found my place.**

I feel totally aligned & part of such a richly supportive community. This program and the team is honestly so great."

SIMONE TURNER, USA



A woman with brown hair tied back, wearing a black headset with a microphone, is sitting at a wooden desk. She is smiling and looking down at a laptop. She is wearing a white sleeveless top and light-colored pants. Her hands are clasped together, holding a pen. On the desk, there is a white coffee cup on a saucer and some papers. The background shows a window with a grid pattern and a cushioned chair.

TRAINING OVERVIEW



6 CORE MODULES

The Coaching Certification program includes 6 core training modules. Each module builds a powerful foundation of personal confidence & professional competency to partner with any client, in any situation & support their cultivation of power, purpose & pleasure.

No two graduates coach alike as our 6 core modules support you to develop your skills, in your own way & marry them with your existing abilities and lived experience.

MODULE OVERVIEW

Module 1: **The Internal Felt Senses**

Module 2: **Liberating Shame, Rediscovering Power**

Module 3: **Chaos, The Unknown & Boundaries**

Module 4: **Pleasure & Sensual Aliveness**

Module 5: **Magnetism & Polarity**

Module 6: **Embodied Entrepreneurship**

EACH MODULE CONTAINS 3 STREAMS OF TRAINING



01 PERSONAL MASTERY STREAM

Guiding your clients from disconnection & confusion into a greater sense of clarity & self-leadership requires that you've walked that path first. This stream will strengthen your body connection & anchor your power as a woman. Confidence naturally deepens when we see the fruits of our practice & the benefits these tools personally create.

In this stream, you'll be invited to explore:

- Embodiment movement practices
- Guided initiations
- Self Inquiry reflections & worksheets
- Group & peer-to-peer practice sessions

02 THEORY STREAM

Understanding the physiological & spiritual threads present in your client's experience enables you to provide support with the confidence that it's back by a clear, trauma-aware & reproducible system that works.

In the Theory Stream, we explore the relevant social context, spiritual frameworks & scientific theory that underpin the modality so participants can feel knowledgeable, confident & resourced.

This stream includes:

- Detailed training manual
- Self-paced audio lessons
- Group discussion & explorations





03 COACHING STREAM

All the theory in the world doesn't work if you are not ready to work with clients. In this practical & strategic stream, you'll learn the Core Coaching Framework, coaching principles, tools & strategies. We'll also explore how to improvise, detour, and work your own brand of magic with your clients in a way that feels cohesive & most importantly, gives your clients results.

This stream is designed to support the ethical, practical & strategic growth of you as a coach through:

- Detailed training manuals
- Step-by-step handouts
- Demonstrations
- Peer-to-peer practice sessions
- Seeing other coaches coach

HOW IS THE TRAINING DELIVERED?

We've structured this program to be flexible & fluid, yet intimate & accountable. All training is delivered virtually so you can join from anywhere in the world.

Layer 1: Self Paced Modules

Time Investment: 8-10hrs/module

Upon joining the program you'll immediately receive your first self-paced module of training (Module 1) to dive into. Modules include manuals, audios, videos & practices to download and keep.

Subsequent modules will be released shortly thereafter for you to move through at your own pace. Most women find 1 module = 1 month is a good pace, but some desire to go faster & others slower as life & your body demands.

Layer 2: Live Group Calls

Time investment: 90mins/week

Each week, we come together for a live 90min group call. On these calls, we discuss, demonstrate, practice & dive into Q&As. The live calls don't cover new information. Rather, we cover the same content as the modules in live & dynamic ways. All calls are recorded.

Layer 3: Community

Time investment: as much or little as you desire

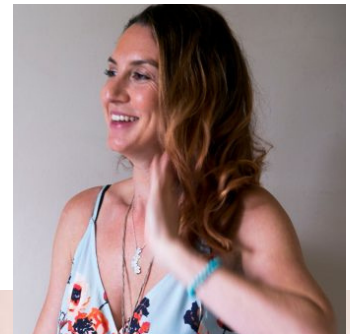
You'll be welcomed to our virtual community & a small Support Circle of peers to go deeper. We will facilitate ample opportunities for accountability, to practice giving/receiving coaching & swapping sessions with peers.

“Before doing the coaching certification, I had the heart to coach, now after completing the program, I feel grounded and confident with these tools.

The quality of the materials was amazing and I’m really impressed by the way the program was delivered. I found the structure of the program really supported me in not only coaching others but to understand myself better and overcome some ongoing patterns.

After completing the program, I’m embracing a feminine model of living and working. **I feel like my emotional and energetic intelligence has sky-rocketed.”**

JESSICA JORDAN, AUSTRALIA



“This coaching certification is a very in-depth program with so much valuable content, amazing teachers, and support.

It has enabled me to bring an element into my coaching (and life) that was missing. **My sessions used to drain me, but now they flow more and I feel a sense of ease.** So gratifying! I loved this program.”

JENNA KORF, USA





THE 6 CORE MODULES



THE INTERNAL FELT SENSES

01

Personal Mastery Stream:

- Cultivate deeper body sensitivity through your 4 internal dimensions
- Stand more masterfully in the full spectrum of you through personal mastery practices

Theory & Coaching Streams:

- Explore the 4 Pillars of Embodiment
- Unravel the dynamics of the masculine/feminine spectrum
- Learn the Core Coaching Framework & how to commence a session with an instant orientation to bodily-safety & sensitivity
- Learn the layers of dissociation & mapping the journey back into the heart
- Explore the physiological basis of embodiment: the felt senses
- Examine how our culture and survival responses impact our ability to 'inhabit ourselves' & create epidemics of dis-embodiment

LIBERATING SHAME, REDISCOVERING POWER

02

Personal Mastery Stream:

- Liberate previously unintegrated & unexpressed tensions back into flow
- Dance with emotional vulnerability to widen your spectrum of feeling

Theory & Coaching Streams:

- Explore how frozen tension accumulates & impacts feminine flow
- Become masterful in Embodied Goal Setting & creating meaningful, emotionally rich goals with your clients
- Learn the framework for creating constructive emotional vulnerability
- Explore Primal Resistance Patterns & how to disrupt them
- Leave behind head-based mindset work & dive into the deeper realm of upgrading Limiting Beliefs through the soma
- Explore the 3 avoidance patterns & how to work with them

A close-up, soft-focus photograph of a pink flower, likely a cherry blossom, with delicate petals in shades of light pink and white. The flower is the central visual element, set against a dark, blurred background.

CHAOS, THE UNKNOWN & BOUNDARIES

03

Personal Mastery Stream:

- Illuminate the dynamic of your inner feminine & masculine roles
- Map the Story of your Soul as you begin to craft your signature coaching flavor

Theory & Coaching Streams:

- Examine chaos, the unknown, and how to hold yourself and your client when you 'don't have the answers'
- Learn to coach with the Boundaries framework
- Explore embodied archetype work & playing with roles in your clients body
- Learn the logistics from screening potential clients, offering single sessions & creating longer packages to work with clients
- Guest teaching on Diversity, Equity & Inclusion for Coaches

EXPANDING PLEASURE & SENSUALITY

04

Personal Mastery Stream:

- Explore your feminine cycle dynamics
- Play with pleasure practices to increase your pleasure stamina

Theory & Coaching Streams:

- Unravel pleasure & sensuality from sexuality
- Explore & heal sensual wounds
- Learn about the creative, energetic aspects of the feminine cycle
- Coach your clients with the Pleasure tools to expand their capacity to actualize their goals in ways that feel good
- Explore how to create between & after session supports for your clients
- Learn Moving Meditation practice as a form of coaching 'homework'



MAGNETISM & POLARITY

05

Personal Mastery Stream:

- Re-evaluate & clarify your standards of success as a coach
- Research your personal receptivity & readiness to let clients in
- Cultivate magnetism in life & client attraction

Theory & Coaching Streams:

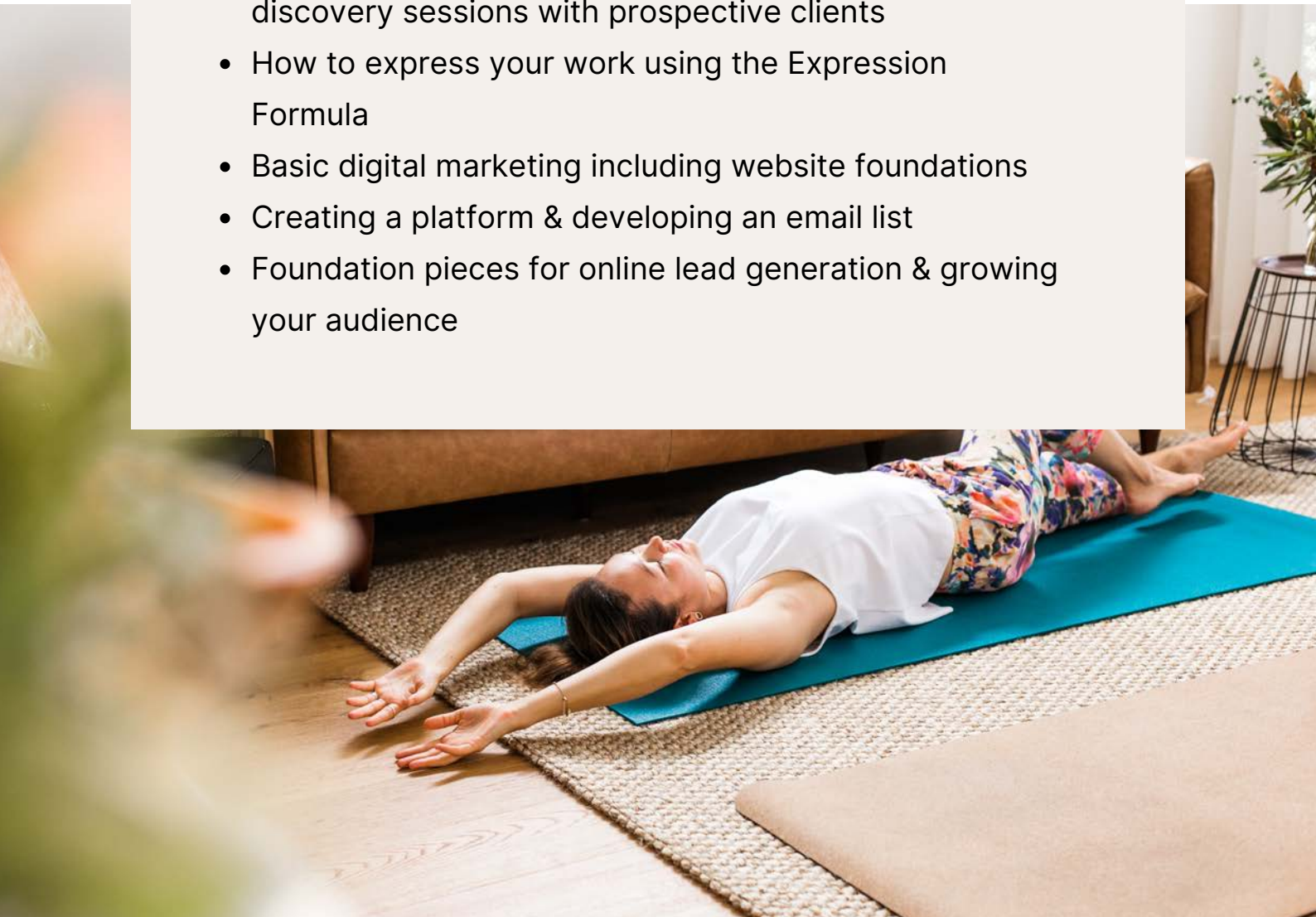
- Explore the esoteric & quantum theory of polarity
- Explore the formula for magnetism & the dynamics of attracting/repelling our desires
- Explore the 4 element theory & coaching system

EMBODIED ENTREPRENEURSHIP

06

In this module, we shift from coaching skills to entrepreneur & business strategy (that feels sincere & authentic) including:

- The path to your first 3-5 paying clients
- Feminine leadership principles so you can work with more ease, less burnout
- How to price your offer & receive payments
- Transformational selling & how to hold powerful discovery sessions with prospective clients
- How to express your work using the Expression Formula
- Basic digital marketing including website foundations
- Creating a platform & developing an email list
- Foundation pieces for online lead generation & growing your audience



"I received a clear framework and structure to work in the field of embodiment. I feel totally confident & the knowledge I received lands so true inside me.

Through the training, **I had the space to develop my journey of embodied practices & let more of my unique and authentic self come out.** I was able to bring my unique flavor into a beautiful coaching job in the feminine embodied way."

RUEIDA MUNTASSER, ITALY

"As a result of FECC, I feel so much more positivity and enthusiasm in my life and for every aspect of my life - family, work, entrepreneurship, relationships.

The course content and delivery is generous and supportive. So deep and thorough. The teaching team are authentic and inspiring embodied women who hold a clear and safe space for whatever shows up.

All of me felt welcome. It took me a while to deeply trust that message, though I heard it again and again. There have been very few spaces in my life where I felt sufficient patience, acceptance, and kindness to relax and be myself in a new way.

This course is an absolute gift to your soul and the collective up-leveling of humanity. If you are feeling the call, follow it boldly!"

RACHAEL SKYRING, AUSTRALIA



FAQ

FREQUENTLY ASKED QUESTIONS

WHAT DOES 'CERTIFICATION' MEAN?

Students who complete the assessment competencies of the program are eligible to be registered as a “SOEA Feminine Embodiment Coach”.

“SOEA Feminine Embodiment Coach” is a modality created & trademarked by the School of Embodied Arts. This modality is recognized & registered by the International Institution of Complementary Therapies (IICT), a professional body for natural therapies & practitioners in most countries.

As a graduate you will:

- Receive a certificate of completion & endorsement
- Be listed as a coach on the School of Embodied Arts directory

I'VE NEVER COACHED BEFORE, IS THIS SUITABLE FOR ME?

Yes, it is. Each module is designed with 3 complimentary streams of training (theory, coaching & personal mastery) to ensure you're well rounded in all the necessary skills – and qualities – a professional coach requires.

I'M ALREADY A COACH, WILL I BENEFIT?

This program is suitable for new coaches (no previous experience) AND existing practitioners. We've welcomed many existing-coaches & individuals with other therapeutic backgrounds looking to expand & deepen their skillset.

FREQUENTLY ASKED QUESTIONS

Q HOW MUCH DO FEMININE EMBODIMENT COACHES EARN?

We do not dictate a “set price” for Feminine Embodiment Coaching sessions, primarily because as a certified Feminine Embodiment Coach, you’ll be free to work your way - meaning you can weave this training with your other skills & gifts.

As a guide, graduates routinely charge from \$100-400/hr for single sessions & from \$2000-\$5000+ for coaching packages.

Perhaps most importantly, we’ll support you to work in a way that feels true & authentic for you. You will learn:

- How to structure your coaching offers
- Keeping strong boundaries & the practical pieces
- Authentic pricing for single sessions & packages

Q WHO CAN I WORK WITH, ONCE CERTIFIED?

Feminine Embodiment Coaching is a style of coaching that employs the skills of embodiment. Every human being can benefit from working with this modality. We’ll be focusing on applying these skills to the frame of embodiment for the modern woman for learning purposes. Specifically, we’ll be looking at embodiment for people who identify as women; however, the core principles & practices can be extended to work with any individual or identity group.

As a result of this training, you’ll be endorsed to work with clients of any gender identity, aged 18+ for coaching.

WHAT IS THE COST OF THE PROGRAM?

Financial investment is \$5,800 & payment plans are available.

DO YOU OFFER SCHOLARSHIPS?

Yes, we reserve 10% of our program places for self-identified BIPOC women who would benefit from financial support in the form of partial scholarships (25% off the cost of tuition).

Our school is committed to the redistribution of wealth & social justice for BIPOC participants. We believe BIPOC women & communities may face greater barriers, both financially and/or through the 'weight' of the work required to come home to the body.

To discuss receiving one of these places please:

1. Email our team at support@jennaward.co to express your interest &
2. Continue your application & find a time to speak with the teaching team about the program [via this link](#)

DO YOU OFFER ANY OTHER FINANCIAL ASSISTANCE?

For those significantly impacted by currency conversion, we also offer equity-based pricing. We acknowledge the disparity in currency between different locations. For those *outside* North America, Australia, New Zealand, Europe & the UK who find the program greater than 30% more expensive due to local currency conversion, equity-based pricing aims to adjust the price of the program.

To discuss equity-based pricing please:

1. Email our team at support@jennaward.co to express your interest &
2. Continue your application & find a time to speak with the teaching team about the program [via this link](#)

FREQUENTLY ASKED QUESTIONS

Q WHEN DOES THE PROGRAM START?

Upon enrollment, you'll immediately receive access to the first module and your program benefits, including live calls.

Q ARE THERE ANY IN PERSON COMPONENTS?

This is a live & intimate program delivered 100% virtually (online), so you can join from anywhere in the world. We have regular, weekly live calls that are live (in real-time) as a group.

Q WHAT IS YOUR REFUNDS POLICY?

We've only received glowing feedback & results from our 250+ participants to date, so we know this program works. We take your commitment to this program seriously & to the exclusion of other participants. As such, we do not offer refunds or 'trial periods' for the program.

Q IS THIS TRAINING ONLY OPEN TO WOMEN?

Yes, this training is open to those who identify as a woman. If you're unsure if the identities you hold will benefit from this training, we're here to answer your questions.

FREQUENTLY ASKED QUESTIONS

WHAT ASSESSMENT IS REQUIRED TO GRADUATE?

All participants have the option to formally graduate as a 'SOEA Feminine Embodiment Coach'. This pathway involves no extra cost but does require you to demonstrate participation & competency in coaching.

A. Live Call Attendance: Over the course of your 6-12 months with us, we ask that you attend a minimum of 7 live calls (there are ±70 calls per year, so plenty of choices).

B. Submission of Coursework: We're not into pop quizzes. Our coursework assessment pieces are an extension of your learning. We'll ask you to document reflections & write short essays through the lens of your own lived experience. Our "assessments" support you to metabolize what you are learning & hold you accountable.

C. Submission of example Coaching Calls: The final step in graduation is to submit 2 recorded coaching calls (with clients, peers, or friends) which are reviewed by the teaching team. We'll then meet to discuss your coaching calls & celebrate your graduation. Our past participants tell us this step is "pure gold".

Your assessments can be submitted anytime within 12 months of course commencement.

A woman with brown hair tied back, wearing a black and white striped t-shirt and large, colorful, teardrop-shaped earrings, is sitting at a wooden table in a cafe. She is holding a book with a green cover and is looking down at it. The background is blurred, showing a vase with dried flowers and a mirror. The text "READY TO JOIN?" is overlaid in white, serif font in the center of the image.

READY TO
JOIN?

WILL YOU JOIN US? DOORS ARE NOW OPEN...

01 APPLY

Visit www.feminineembodimentcoaching.com & select "LEARN MORE" to complete an application form so we can get to know you.

02 TALK WITH THE TEACHING TEAM

Once we've received your application form, you'll be invited to meet with a member of our teaching team. We like to get to know you, answer any questions you have & make sure our expectations are aligned. We find this is the best way to make sure you'll be genuinely successful in the experience.

03 GET PREPARED

Upon enrollment, we'll naturally want to celebrate ☆☆ ... then you'll receive access to the training, community & live call details as well as a personal welcome session with the teaching team.

NOW IS THE TIME TO
NOTICE HOW YOUR
BODY IS FEELING.

BECAUSE YOUR TRUTH IS IN THE FEEL OF IT.

YOU CAN TAKE THE NEXT STEP AT
WWW.FEMININEEMBODIMENTCOACHING.COM

FOR QUESTIONS OR SUPPORT PLEASE REACH OUT TO
SUPPORT@JENNAWARD.CO