



Jai Institute
for **Parenting**

SYLLABUS

Parent Coach Certification Program

28-Week Program Overview

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Welcome!

We are thrilled that you are interested in the work we are doing here at the Jai Institute for Parenting.

The work we are doing here—*that is now rippling out across the globe*—is calling and waiting for people like you to share in our mission:

We are changing the world, by changing the way that parents... PARENT!

Parents, educators and other professionals who work with children deserve to have access to soul-fulfilling and purposeful work that does not keep them away from their child or out of the home all day, every day. Families deserve to be together and create the life rhythm that works best for them without constant stress and worry about time, money, and connection to each other!

Here at the Jai Institute for Parenting, we hold each of these truths in our arms as we train and prepare hundreds of our students every year to become Jai Certified Parenting Coaches.

You might be here because you know your current livelihood is not sustainable.

You may want more time with your children. Perhaps you are looking for a career that you find deeply fulfilling and meaningful with open-ended earning potential and a completely flexible schedule. Maybe you're a stay-at-home parent who is longing to contribute to the larger community through work that not only infuses your parenting with skill and intention, but brings in additional income. Maybe you are a professional who is looking to expand your skill set and is passionate about supporting parents and children. Perhaps you feel very clearly that you are here to make a difference in the world, without compromising your relationship with your child to do so.

No matter your motivation, on a deeper level you believe in the importance of children living in respectful, harmonious environments that allow them to grow and flourish into their full, beautiful selves.



You feel heartsick when you witness the injustice of children having to experience the authoritarian and power-over parenting paradigm that many parents feel is the only option available to raise children.

Wherever you are, and however you've arrived here, we appreciate your willingness to consider this incredible opportunity. Every day, we welcome people into our community who long to be prepared with the skills necessary to change the world!

If you are seeking a professional coaching certification program that is specifically and uniquely designed to support parents and children to co-exist more peacefully, productively, and creatively, you are in the perfect place. If you are seeking a career that brings more harmony and balance to your life, the life of your family, and the world, you are in the perfect place.

We are thrilled to know you and welcome you here with open arms.

We know that it takes a very special and committed person to choose to support, encourage and guide children and families. We provide this opportunity, while allowing you to maintain and promote balance and growth within your own family, health, and finances.

The Jai Institute for Parenting is a community of passionate parenting coaches who know there is a better, more sustainable, kind, and nourishing way to parent children, run a business, and achieve success and greatness in the world.

We look forward to connecting with you. We want to hear your vision, your questions, your dreams!

We would be honored for you to join our mission and uplift, encourage and support peaceful parenting in families around the world!

With Warmth,

Rebecca Lyddon

Director of Education + Master Trainer



How Our Certification Works



Grow as a Parent

PHASE 1 | WEEKS 1-12

Understanding the Client Journey:

You'll walk through our program from the perspective of your future clients, learning, practicing and integrating our methodology into your own parenting and relationships.



Grow as a Coach

PHASE 2 | WEEKS 13 - 24

Understanding Your Role as the Coach:

You'll discover the skills and tools to effectively coach your clients with confidence, with plenty of time and support to learn and practice our proven coaching process.



Grow Your Business

PHASE 3 | WEEKS 25 - 28

Launching Your Parent Coach Business:

You'll learn how to enroll clients while you are still in our program so that you can develop more and more confidence in using what you've learned to change lives.





Weekly Live Class with Master Trainer *(Phase 1 and 2)*

Instructional class focused on weekly concepts with Q&A. Cohorts have a maximum of 18 students to create a safe container for learning.



Weekly Practice Coaching Circle Call *(Phase 1, 2, and 3)*

Your Coaching Circle consists of yourself and 1-3 other members of your cohort. You will meet once a week, with a provided agenda. Meeting times are determined by your group once it is formed.



Weekly Practice Client Session *(Phase 2)*

Bring a practice client of your choosing through the program for free in order to practice your new skills in a real setting.



Weekly Business Session with Business Mentor *(Phase 3)*

Learn the fundamentals to build your business, acquire clients, and start earning (or to amplify your current practice!)



Weekly Time Requirement

You'll need to commit 5-7 hours/ week to your certification. Everything except your weekly live cohort call, and small group call, can be done on your own schedule.



Online Portal

All of your training, including reading assignments, weekly videos, class handouts and exercises are available 24/7. Your tuition includes lifetime access to the curriculum, including any future editions!



Certification Requirements

If you must miss a live class, you will have access to recordings and you will have to submit a reflection on the content that you have missed. In order to be eligible for graduation, you must participate in a minimum of 80% of your live cohort classes.



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PHASE 1

Understanding the Client Journey

Weeks 1-12 | You As The Client

Welcome and Orientation:

You Are the Client!

Our first group session is our most exciting! Is there any better feeling than sitting beside fellow parents, educators, and passionate child advocates from around the globe?

Longing for community, a place where your parenting methods or desires “make sense?” You will leave this session hearing from the heart of your cohort members, and will gain clarity around your intentions and what to expect moving forward into the next eleven weeks as the “client.”

AS YOU BEGIN YOUR JOURNEY, YOU WILL DISCOVER:

- Your community – you’ll meet your fellow cohort members
- How you’ll learn to be a confident and capable parenting coach
- How to settle into a “brave space”



Setting Your Intentions as an Empowered Parent

You'll become clear about your unique and personal goals for your time with us here at Jai. You'll learn tools to support yourself through stress, and begin to discover your strengths as a parent and a leader.

YOU WILL DISCOVER HOW TO:

- Ground into your strengths as a parent and a leader
- Create inner and outer resources to move toward more peace of mind
- Turn your intentions into specific actions that move you toward your goal



The 10 Core Pillars of Transformational Parenting

You will explore the 10 Core Pillars of Transformational Parenting, broken into three segments: the head, the hands, and the heart.

You'll begin to gain access to a fuller range of your innate intelligence, and begin to move beyond the confines of your thoughts and beliefs.

YOU WILL DISCOVER:

- The 10 Core Pillars of Transformational Parenting
- The definition, outcomes and strategies of Power-Over parenting
- The definition, outcomes and strategies of Power-Under parenting
- The psychological functions that keep parents stuck in cycles of generational harm and inherited trauma



Making Sense of Attachment Science

You will explore your generational patterns of connection, intimacy, and relational safety.

You'll examine your parenting through the lens of inheritance – passed down from generations before you. By reflecting on the attachment style that you adapted to based on your relationships with your primary caregivers, you'll gain insight into your relational patterns.

You'll be supported to stay grounded in compassion and neutrality, and move toward a cohesive narrative of your past experiences.

YOU WILL DISCOVER:

- The conditions that lead to secure attachment, and how those with secure attachment relate to themselves and others
- The conditions that lead to the THREE insecure attachment styles (ambivalent, avoidant and disorganized), and how these attachment styles impact self-image, relational capacity and reactivity
- The superpowers of your learned attachment style
- How to create secure attachment within yourself so you can provide it to your children



Making Sense of Nervous System Science

You'll learn the ins and outs of the nervous system so you can support children's budding nervous systems.

The physiology of parenting is the cutting edge of understanding our internal world as parents, and the internal world of our children. With understanding, comes calm. With information, comes internal safety.

YOU WILL DISCOVER:

- The core human need of SAFETY as an understanding of human behavior
- How to be your child's Safe HARBOR by becoming your own Safe ANCHOR
- Polyvagal theory and the vagus nerve: How to track your nervous system thermometer and return to calm
- How to support children through sensory overload through co-regulation



Making Sense of Mindsight and Brain Science

As we continue our journey to equip you with an embodied understanding of the 10 Core Pillars of Transformational Parenting, and return you to your rightful place: Secure Attachment.

You'll gain a greater understanding of the power of the mind, specifically exploring the science of EMPATHY.

YOU WILL DISCOVER:

- The neurology of empathy and compassion
- How to use MINDSIGHT to choose curiosity rather than judgment
- The pathways to mindsight, and how to remove obstacles that prevent us from seeing children with a clear perspective
- Developmental pathways in the brain, from birth to age 30
- How to create thoughts that support, ground, and connect you to compassion, intention and peace



Making Sense of Emotional Intelligence

The heart of Empowered Parenting is understanding how our physiology, brain, and emotions work together to create our inner experience.

Emotional intelligence provides both the parent and the child with inner and outer freedom to live whole, full, exuberant lives together.

YOU WILL DISCOVER:

- The definition of emotional intelligence and how to increase your capacity to experience (safely) the full range of your emotions
- The common obstacles to embodied emotional intelligence
- The distinction between feelings, faux feelings, needs, and beliefs
- Access “Permission to FEEL” and model this life-changing skill to children in support of their emotional development and maturation



Empowered Conversations

Now that you have accessed the foundations of the head, heart, and hands of Transformational Parenting, you'll move to the voice.

Navigating this new paradigm of connection, relational safety, inspiration and presence, requires a new style of communication.

Using our communication framework, inspired by the work of Dr. Marshall Rosenberg and Non-Violent Communication (NVC), you'll access your greatest tool as a Peaceful Parent: your voice.

YOU WILL DISCOVER:

- Your belief system and residual generational patterns around voice, expression, feelings and needs
- The ten-step framework of empowered conversation
- Common obstacles to empowered communication, and how to resolve them
- The distinction between requests and demands
- Modeling empowered communication to children as a pathway to increased maturity, advocacy and confidence



The PEACE Process

We believe ALL conflict within a parent/child dynamic, or between siblings, can be solved PEACE-fully.

The Jai PEACE process is the culmination of our methodology. This IS the effective replacement for punishments, consequences, yelling and threats!

You'll gain the practical, actionable steps you need to thrive through conflict, disconnection, and parental overwhelm, even in your most challenging parenting moments.

YOU WILL DISCOVER:

- The five-step PEACE Process
- The shift from Power-Over or -Under dynamics into Power-With
- How to set boundaries, rules and limits that stick... Peacefully!
- How to focus on engagement over expectations
- Your role in teaching children how to keep their agreements, follow through on their commitments, and learn personal responsibility



Anger and Healthy Aggression

As you continue your journey to Transformational Parenting, we will explore the potent emotion of anger.

Emotional objectivity does not mean disconnecting from *any* emotion, even rage, aggression and frustration. You'll gain the ability to feel anger with healthy tools of expression and communication.

YOU WILL DISCOVER:

- Generational patterns, judgments and beliefs around anger and aggression
- How to move through anger in your body safely, without causing harm to yourself or others
- How to be present to children's aggression, and model healthy expressions of anger
- How to befriend your anger so that it can become your ally in parenting and leadership



Playful Parenting and Storytelling

Learn how to play (even when you don't feel like it!). Play is the Peaceful Parent's secret sauce.

You will explore your playful inner self, so you can meet your children in theirs, no matter their age (or yours!).

YOU WILL DISCOVER:

- How to transform conflict through play, creativity and solutions-oriented relating
- Role-reversal and healing role play
- Healing stories and games for unwanted behavior, aggression, anger, and anxiety
- Your play-language, and how to introduce them to your child
- The path to more joy, connection and FUN as a parent



Your Personal Transformation

In our twelfth week of your journey toward Empowered Parenting, you will come together with your cohort in the spirit of celebration and reflection.

Together, we will reflect on the powerful shifts you have made as you complete Phase One of The Jai Parent Coach Certification Program, and how that has influenced the behavior of your children.

YOU WILL EXPLORE:

- Where in your mindset have you gained clarity and more awareness?
- How are you able to hold space for your child? How deeply can you listen?
- How merciful can you be with yourself? When you “regress?” When you “fail,” when you make mistakes and have moments of regret?
- How has your communication style shifted?
- Has your children’s behavior shifted? Is there more peace? Is there more joy? Is there more possibility and play?
- How has your relationship to yourself shifted? Can you look yourself in the eye and breathe deeply with appreciation?





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PHASE 2

Understanding Your Role as the Guide

Weeks 13-24 | You As The Coach

Welcome to Your Coach Training!

Now that you've experienced, first hand, the transformation that our curriculum provides as you were supported by your Jai Master Trainer and Coach, it's time for you to step into the role of COACH.

Your first task is to understand your assumptions, biases, and judgements about what a coach IS and DOES. The role of a coach is to guide, support and mentor within a judgment-free environment. These skills impact your life in so many ways, becoming a better leader, partner, parent and guide!

You'll be ready to start working with your first practice coaching client by the end of this week's lesson.

YOU WILL DISCOVER:

- How to create a container of safety for your clients that encourages vulnerability, authenticity, and willingness
- The three core elements to creating a solid foundation for your client's success
- How to support clients to practice active listening with you, and in their daily lives
- How to practice colloquial empathy with your client, that is free of projection, judgment, or unconscious invalidation
- What empathy IS and is NOT: The 15 misconceptions of empathy and how to course correct
- How to navigate your very first call with your client and support your client to connect with their highest intention and default patterns



Setting Your Intentions as an Transformational Parent Coach

You set your intentions as arrows during your first twelve weeks as Empowered Parents. Now you'll do the same as you switch gears into embodying your new role as a Jai Transformational Parenting Coach!

These intentions and values will keep you anchored in right-relationship as you step into your leadership, reminding you to be aware of any instincts to fix, advise or choose for the clients you'll serve as a coach.

YOU WILL DISCOVER:

- Your goals, intentions and values as a COACH
- The core methodology of Transformational Parent coaching
- The 5D Coaching Process
- How to guide your practice client through our 12-week Transformational Parent Process



Understanding Generational Pattern Coaching

You will learn how to support clients to become aware of their generational patterns and guide them through any fear that is holding them back from Transformational Parenting.

You'll learn how to move your clients toward a greater understanding of the patterns they carry in their minds, bodies, brains, and daily interactions with their children.

YOU WILL LEARN:

- Your first practice coaching role play: How to support clients to become aware of their generational patterns
- How to support clients through any fear that is holding them back from being the parent they long to be
- The art of investigative asking: How to ask open and closed-ended questions for inner clarity
- PRACTICE: Generational parent coaching
- PRACTICE: The 5D Coaching Process



Understanding Connection Coaching

Often, we live on the surface of our daily experiences. We all have blind spots, no matter how self-reflective and committed we are to personal awareness. The gift we give our clients is that of investigative questioning. The when, how, where, and why behind each question can make or break a breakthrough moment for your client.

When we have the awareness of what to listen for, we can be prepared with which questioning pathway will be the most effective for client transformations. Using the Jai 5D Coaching Process, we step away from questioning from the head, and step into questioning from intuition, trust and deep listening.

YOU WILL LEARN:

- Three questions that will support your client to open further to self-exploration
- Three pathways that will lead your client to create a breakthrough
- How to gently name ineffective patterns you notice in your client without triggering defensiveness
- The tone, stance, and intention behind your questioning that will make or break a breakthrough
- How to “ask your way through” any resistance to acknowledging difficult or painful truths
- How to support your client as they learn and implement the Jai PEACE Process, with the “goal without pressure” of eliminating punishments, consequences, discipline, time outs, threats, bribes, and rewards from the home
- How to support and soothe your client as they learn about brain science and emotional intelligence



Understanding Regulation Coaching

For children to mature emotionally, and to be able to self-soothe in times of stress, they must “borrow our calm” for the first decade of their lives (or two).

During this session you will learn how to support your client to feel safe on the inside and identify their triggers and their regulation thermometer, regardless of the emotional expression of their child.

YOU WILL LEARN:

- How to support your client to feel safe on the inside, even when there's chaos going on outside
- How to support your client to track their triggers and understand their regulation thermometer
- Supporting your client's sensory calming tools and a plan for regulation
- How to teach your clients to apologize to their children from a place of self-forgiveness and worthiness
- Support for the client to learn how to bring their child through (not OUT of) big emotion and back into calm



Understanding Mindset Coaching

It's incredibly difficult for adults to make long-lasting, deeply internal changes on their own. We all have decades of imprinted beliefs that get in our way in times of stress.

You'll learn how to support clients to embrace a more empowered mindset when confronting stressful parenting moments. You'll gain tools to support parents to stay present in their intentions so they can root into expansive beliefs and empowerment.

YOU WILL DISCOVER:

- How to support clients to become aware of their limiting beliefs from childhood
- How to begin the pruning process and engage neuroplasticity for mindset shifts
- Support for your client to become aware of their children's limiting or expansive beliefs
- PRACTICE: Teaching and guiding clients through their children's neuro-developmental states
- How to support clients to create expectations rooted in realistic expectations of the child they have (i.e. age, neuro-diversity, past experiences or traumas)



Understanding Emotion Coaching

You'll learn to introduce your clients to the language of emotions and begin to demonstrate that they no longer need to be driven by emotional reactivity and parenting behaviors that create deep regret and shame.

You'll gain the ability to connect parents to a consistent foundation of love, empathy and compassion.

YOU WILL DISCOVER:

- The root-to-bloom coaching process
- How to teach self-empathy and empathy for others
- How to differentiate emotions from feelings
- How to support your client to earn a secure attachment with their six primal emotions
- PRACTICE: Supporting clients to see beneath the surface of their children's behavior



Understanding Communication Coaching

Communication is indeed the powerful foundation of all human relationships. However, most adults only know what they experience: communication that is rooted in power, defensiveness, shame, demands and control.

This week you will learn how to coach clients to learn the Empowered Communication framework.

YOU WILL DISCOVER:

- How to coach clients through empowered conversations
- How to co-create conversation scripts
- Role play sequencing for voice practice
- How to support clients who have been conditioned to fear using their voice
- How to support clients who have been conditioned to use their voice to maintain power
- PRACTICE: Support your client to reclaim the intention and purpose of their voice and to speak in a way that moves them toward greater connection



Understanding the PEACE Process & Boundary Coaching

You will learn to coach clients through generational patterns of coercion and control, into the true essence of discipline: peace, loving kindness, and limits established from self-awareness, values and healthy boundaries.

YOU WILL LEARN:

- How to support client's mindset shift from discipline as punishment into discipline as integrity
- How to guide your client into confidence around their personal and family boundaries
- How to help your client brainstorm how to enact their core values, and infuse these values into their everyday life
- PRACTICE: Taking the Jai PEACE Process into highly charged circumstances



Understanding Action Steps and Ritual & Rhythm Coaching

You'll practice the strategies that allow parents to raise children who are connected to healthy aggression, and parents who are courageous and faithful enough to facilitate themselves and their children through anger in a loving way.

YOU WILL LEARN:

- How to support clients to identify their “tender needs” and teach and guide them into “needs stacking”
- When and how to guide your client toward making necessary shifts in their daily lives and schedules to live into their intentions as a parent
- Practical support like rhythm charts, meal planning, morning and bedtime routines that are authentic and true for your client and their children
- How to support client into action steps and self-accountability
- How to make an aggression practice that works for your client
- How to help your client find safety within their anger
- How to support your client to model healthy aggression for their children
- PRACTICE: Role play for anger and aggression examples



Understanding Play and Storytelling Coaching

Your clients will be discovering new and profound tools and approaches to their connection with their child through the world of play! No matter how many incredible and inspiring games and tools we offer, our client's energy will often not match their children's.

You'll discover how to support your clients to embody play in an energizing way. You'll learn tools to reconnect them to their own joyful inner child, and discover new pathways of joy, shared positive experiences and wonder with their child.

YOU WILL LEARN:

- When to spot the deeper layer beneath your client's feedback of:
 - *"These games aren't working!"*
 - *"I'm just not playful."*
 - *"I don't know how to play with my kids!"*
- How to support your client into a style of play that matches their child's temperament
- PRACTICE: Role play, role reversal, and storytelling for challenging behavior
- How to support your client to connect with their joyful inner child



Understanding Radical Reflection Coaching

You'll learn how to support your clients self-reflection, rooted in appreciation for the accomplishments and growth on their parenting journey.

You will learn how to honor the ever evolving process of being and becoming, and how to provide space for grace, acceptance and forgiveness.

YOU WILL LEARN:

- The art of authentic appreciation
- How to support your client to celebrate their "tiny victories"
- When to use appreciation and how to spot projection, judgment, and praise
- Your beliefs and biases around appreciation and acknowledgement of celebration
- Celebration of YOU as a Jai Certified Transformational Parenting Coach!





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PHASE 3

Launching Your Coaching Business

Weeks 25-28 | Business Training

The Mindset and Foundations of a Successful Coaching Business

You'll spend your final four weeks with us honing your marketing, lead generation and sales skills. Using our authentic and heart-centered approach, you'll discover how to turn your knowledge into a business. In addition to the training, you'll receive weekly mentoring from your business growth mentor.

You'll learn the fundamentals of your coaching business.

YOU WILL DISCOVER:

- The KEY mindset practices that allow you to take bold action, consistently and start enrolling clients right away
- The foundational building blocks of a successful coaching practice
- Choosing a business name and entity
- How to take payments and run your coaching business



No-Cost and Low-Cost Lead Generation Strategies

You'll learn how to fill your calendar with ideal prospects who are already excited to work with you.

YOU WILL DISCOVER:

- The most effective "in your community" lead generation strategies for connecting with potential clients
- The most effective online and social media strategies for connecting with potential clients
- Building your marketing plan into your calendar as your #1 priority as a business owner



Authentic and Empowered Sales Conversations

You'll learn how to enroll clients in the twelve-week program without being pushy or manipulative, embracing the very same values we bring to our coaching.

YOU WILL DISCOVER:

- Discover the Jai Sales Script + Method to enroll clients without ever feeling pushy, demanding or “sales-y”
- Learn how to navigate resistance/fear from your potential clients using the same skills you learned as a Jai coach, including the most common objections: money, time and “what will my partner think”
- Develop your stay-in-touch strategy so that you continue to foster relationships with parents who may not be ready “right now”
- Access our library of recordings of successful enrollment calls



Follow Up and Long-Term Business Growth Strategies

Putting it all together so that you have a business that serves you, your family and your clients for years to come.

YOU WILL:

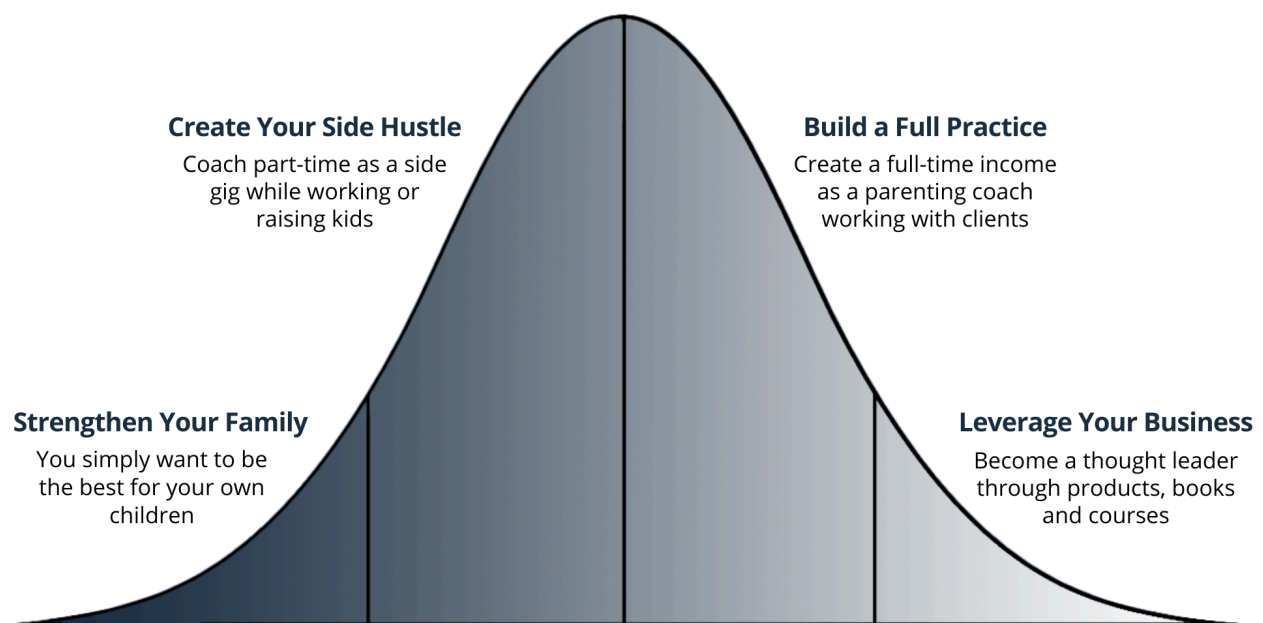
- Decide how you are going to price your services for the next 90 days and create your 90-day visibility and marketing plan
- Create up your client onboarding and service system so that you're ready to take in new clients with ease and integrity



How Graduates Use Their Training

Our students typically come into our program with four general categories of intention for their coach training.

This is a very personal and unique choice and there's no "right path" for our coaches. We want you to use this powerful training in the way that works best for your family, time capacity, and income needs and goals!



Category 1: Strengthen Your Family

Your goal is to increase your own parenting confidence and fulfillment

Some of our students simply want these skills for their own families. There is no greater immersion into making the shift from the dominant model of parenting to the new, connected, peaceful and transformational model of parenting, than gaining the skills of a parenting coach.



Category 2: Create Your Side Hustle

Your goal is to create income working part-time while raising kids or continuing to work in your career

Many of our students' primary focus IS parenting their own children, while others have a career they love and want to do this work on the side. The opportunity to become a Jai Certified Parenting coach gives you a way to make extra money, while being able to pick up your kids from school every day, homeschool, or tend to small children who are still home full-time. For these parents, working with a couple of clients at a time and earning an extra couple of thousand dollars per month for their family is enough!

Category 3: Build a Full Practice

Your goal is to earn a full-time income through purpose-driven work

Or

Your goal is to expand your existing business or service with the Jai Methodology

Other students come into our training with the intention of doing this work full-time and earning a full-time living doing it! A full practice would likely be made up of 10-12 personal clients at a time, with a group program or two to allow families more flexible payment options to access this life-changing work! Building a full practice takes time and commitment, but here at Jai, we give you the training, support and community to allow you to reach your business goals.

Category 4: Leverage Your Business

Your goal is to be a thought leader and build a leveraged business

Some of our coaches have bigger entrepreneurial goals... meaning they want to build a leveraged business, or expand an existing business that generates revenue beyond getting paid to work with clients. These coaches are writing books, creating their own digital courses and programs, and cultivating and nurturing large social media followings. Seeing the core work of Jai being transformed, applied in new ways, or to specific niches – i.e. kids with ADD, divorced families, BIPOC families, military families, parenting teens, etc – fills us with pride and joy!



About The Jai Institute for Parenting

The Jai Institute for Parenting has been certifying parenting coaches, all over the world, and helping tens of thousands of families to discover a path to parenting rooted in empathy, connection, communication and values since our founding in 2011.

Here at Jai, we train Parenting Coaches.

Our students are therapists, pediatricians, educators and conscientious parents who SEE that the best way to help children is to provide their parents with education, support and coaching that allows them to be the parents they want to be.

We've trained over 1000 coaches globally, and are proud that many leaders in the field are Jai Graduates.

We give our students the opportunity to improve their own parenting or work with children, and to fulfill their dream of helping others.

Parent coaching provides the ability to earn money and contribute financially to your family, without sacrificing time with your own children or compromising your values.

Our mission at The Jai Institute for Parenting is to heal generational patterns of power-over and/or power-under parenting and to ultimately provide parents with the ability to parent effectively without using punishments, consequences, threats, bribes or other manipulative tactics that cause emotional and developmental harm to children.

Our thesis, proven through our outcomes, is that Parenting Coaches are best equipped to support the shift from Traditional to Peaceful Parenting. Adults require support, accountability and guidance to change conditioned reactivity and beliefs.

Real change takes more than information. It takes transformation. And transformation requires coaching. Our parent coaching model will help you BE the parent you've always wanted to be.



Meet Your Team



Kiva Schuler, *Founder & Chief Empowerment Officer*

Kiva's passion for parenting stemmed from her own childhood experiences of neglect and trauma. Like many of our generation, she had a front row seat to witness what she *did not* want for her own children. And in many ways, Jai is the fulfillment of a promise that she made to herself when she was 16 years old... that she would learn to parent them with compassion, consistency and communication. Kiva is a serial entrepreneur, and has been the marketer behind many transformational brands. Passionate about bringing authenticity and integrity to marketing and sales, she's a sought after mentor, speaker and coach.



Kelly Arzonico, *Director of Admissions*

As a former school counselor and current Certified Parent Coach and Adolescent Coach for Girls, Kelly has had the opportunity to work with children of all ages and their parents. Kelly's goal as our Director of Admissions and Certified Parent Coach is to create a lifelong connection between you and your child. She brings passion, energy and empathy into your world.



Shaella Freeman, *Community Manager*

Shaella Freeman is a Master Certified Parenting Coach, former educator, and cool aunt to her nieces and nephews. She is passionate about reimaging education and discipline with empathy, connection, and communication. When she is not coaching or working with Jai, she is at the gym, reading, or on FaceTime with her nieces and nephews.



Manu Brune, *Program Operations Manager*

Manu is a Jai Certified Parent Coach and owner of Beyond Birth Basics. She is passionate about guiding parents to break generational patterns through awareness of their reactions, education about child development and building of nonviolent communication. She is a mama of 2 boys, 2 dogs and a cat and affectionately refers to her house as "The Zoo". When she is not coaching or working with Jai, she can be found at the park with her boys, playing piano or reading.





Rebecca Lyddon, *Director of Education + Master Trainer*

Rebecca is propelled by a vision whereby she sees children being cared for by adults who are grounded, supported, joyful, and committed to trust, goodness, and bravery. She sees a planet filled with coaches who are on fire with purpose, and dedication to peace. As a former social worker, Waldorf Early Childhood Educator, and lifelong child advocate, Rebecca is thrilled to integrate all of her skills as a Certified Parent Coach. When Rebecca is not engrossed in deep soul work, she is laughing, dancing, singing and celebrating her life with her beloved, and their two children in Lawrence, Kansas.



Sarah R. Moore, *Master Trainer*

Sarah R. Moore is the founder of Dandelion Seeds Positive Parenting and the author of Peaceful Discipline. As a Jai Certified Parenting Coach, she's a regular contributor to international parenting magazines, as well as a frequent guest on podcasts and parenting summits. She's studied directly with some of the world's most respected parenting experts, including Dr. Daniel J. Siegel in the field of interpersonal neurobiology. Sarah is a bilingual world-schooling mama (English and French) and believes play is essential for big and small humans alike. She works to weave humor, faith, and connection into her daily practice. Her life's mission is to help make the world a kinder, more joyful and compassionate place.



Delicia Moraleda, *Master Trainer*

Delicia Moraleda is a Jai Certified Parenting Coach and owner of Go Beyond Parenthood. She is passionate about, and dedicated to, serving the child through the education of the adult. Delicia is known as Mama to her two boys and with her husband, opened a Montessori preschool for their eldest son in 2014. As a coach she partners with parents in observation, reflection and preparation of themselves to experience the power of Transformational Parenting.



Allyn Miller, *Master Trainer*

Allyn Miller is a Jai Certified Parenting Coach and owner of Child Connection. Her mission is to help exhausted moms thrive in every tantrum or meltdown, whether it's their child's or their own. Her sense of humor kept her going through years of classroom teaching. These days her clients rave about her listening skills and the unique way she breaks down big concepts into doable actions. When not celebrating "aha" moments with her clients, you can find this chocoholic mama splashing in the ocean waves near her home in Weston, Florida... or snuggling on the couch with her husband and two kids watching the latest Pixar movie.





Amanda Carrara, *Master Trainer*

Amanda Carrara is a Jai Certified Parenting Coach, Positive Discipline Parent Educator, and owner of Revival Parenting. Her entire life she has had a love for two things: children and learning. For over 22 years, she has worked to create positive impact in the lives of children through many avenues. Most recently she has facilitated in schools and community groups, spoken at conferences, and coached parents. Amanda supports clients to step into confidence and calm so they can connect with their families the way they have always desired (and never knew was possible). In her spare time, you'll find Amanda taking walks with her husband, laughing with her 3 kids, or traveling the world.



Marissa Goldenstein, *Master Trainer*

Marissa Goldenstein, a Jai Certified Master Parent Coach, is devoted to guiding parents toward mindfulness and joy in their parenting journey. With a history as a co-founder of a visionary elementary school that focused on cultivating changemakers through curiosity, connection, and community, Marissa demonstrates a proven commitment to innovative education. Leveraging her MBA and an MA in Experimental Psychology, she seamlessly integrates both business and human development insights into her coaching practice. Beyond coaching, Marissa embraces mindfulness in her own parenting alongside her partner and their two sons, engaging in family dance parties and adventurous learning experiences whenever possible.



Katie Owen, *Business Coach & Marketing Mentor*

As a former practicing therapist turned copywriter and marketing strategist, Katie is passionate about the intersection of marketing and mindset. Katie embodies the practices of taking the simple actions, consistently over time, that create epic results. A master storyteller, Katie works with our coaches to refine their message, increase their visibility and get clients!

Hear From Our Graduates



"There are really no words to describe the connection that you really start to have with your children when you get the tools through coaching. You get deeper into that work when you become a parenting coach. The market is there. You see the transformation with your kids in your own home and then, you can definitely see it in others."

— Danielle Backers



"The Jai Institute for Parenting's Parent Coach Training Program has not only transformed my parenting, it has transformed every aspect of my life. It has just really helped me come full circle because I see with new eyes now."

— Kristen Watts



"Certifying myself in the Jai program was a pivoting point in my life. I learned many tools to manage my emotions and to raise my three children in a conscientious and respectful way, which gave us a strong bond of love. It was the beginning of an endless journey of evolution and knowledge for my life, my family and my career helping many families in my work."

— Carolina Brancato



"I think people don't recognize that, while this is a conscious parenting certification course, you will not only impact the lives of your children and the connection that you have with your children but it also positively impacts your marriage and your partnerships and your relationships with other adults. Because it's not just conscious parenting. It's conscious interaction, it's conscious communication, it's conscious connection, and that transcends any relationship."

— Crystal & Rae Stampley, Simply Parent Coaching



"[The certification training] was super healing for me and gave me a lot of energy as a coach to be able to give that to my clients because I had had that experience of it being such a game changer for me."

— Niurka Maldonado, Connected Kindred





"I've been there on the struggle side of things, I've been there on the learning side and felt the total relief of discovering that there's a way through the struggle and pain we were caught in. I've been there when you reach the healing side and realize, this is how life is for us now. Sometimes I can't even believe where we used to be and where we are now and I'm overwhelmed with appreciation to the point of tears. Our life as a family is nothing like it was before, because of the things I learned through the Jai program. I really think going through those first weeks, learning and doing the healing myself, connects me heart to heart and soul to soul with my clients because I literally know where they are and I know I can help them through it."

— Désirée Ferrari, Parenting with Désirée



"I didn't go into it thinking I was going to have this massive parent coaching business that I actually have today. For me, it was originally about wanting to get help. I am a student of Tony Robbins and he says, "When you have a problem, you go straight to the experts." I could see that the Jai Institute was the leading expert in parent coaching. So I knew I was going to get the best help that I could get that would make the biggest impact."

— Lisa Smith, The Peaceful Parent



"The largest impact I have experienced through this program is the shift in the relationship with my children. The feeling of connection and working together as compared to me "dictating" over them is so much more natural and eliminates tension on many levels. The joy and richness I have experienced as a parent is beyond words; and just as I think it cannot get better, it does. This has a ripple effect."

— Jennifer Winzeler

Your Journey Begins Here

Become A Purposeful, Confident, Thriving Parenting Coach.

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