

BECOMING YOU

*The Official Training and
Certification Program*

In partnership with the



NYU | STERN

Initiative on Purpose and Flourishing

The Certification Journey

Step 1: Pre-Work (Before we get started)

- Read *Becoming You: The Proven Method for Crafting Your Authentic Life and Career*
- Take (or re-take) the core assessments—The Values Bridge, PIE360, YouScience, Enneagram, Career Traits Compass, Holland Bridge and the Becoming You Summit.
- Engage in certification pre-work that will be sent to you when you register.

Step 2: Pre-Workshop Sessions (January 2026)

- One-on-one interview with an Initiative on Purpose and Flourishing team member to talk about your goals, professional experience, and how *Becoming You* fits into your work.
- Group Zoom Call to meet your cohort.

Step 3: The In-Person Intensive (January 27–30, 2026 on NYU Stern’s campus)

See the next three pages for a detailed breakdown of the intensive schedule.

Step 4: Cohort Calls and Coaching Practice (January–June, 2026)

After our in person training, the learning continues as you apply the *Becoming You* methodology in your own context. Participants are asked to apply the *Becoming You* methodology and tools in their coaching and/or facilitation practice.

The continuing education will include:

- Three virtual calls with the training community between January to June to talk through real client cases and refine your approach.
- Office hours that can be booked with the Initiative on Purpose and Flourishing team.
- Completion of a one-hour online exam designed to explore each participant’s engagement with the methodology, and approaches to common client challenges.

Step 5: Final Certification (June 2026)

To receive a final certification, each candidate must:

- Participate in a 30-minute, one-on-one interview with Professor Welch.
- Successfully complete two 50-minute online tests about the methodology.
- Submit a 30-minute video of you utilizing the *Becoming You* tools.

Intensive Schedule

Tuesday Night, January 27, 2026

Meet & Greet cocktail party at the home of Professor Suzy Welch

Wednesday, January 28, 2026: Values

The Becoming You Methodology is grounded in a powerful framework: that personal purpose emerges at the intersection of three domains—values, aptitudes, and economically viable areas of interest. This intersection is known as the Area of Transcendence, described by Professor Welch as “the right-fitting, soul-filling, and enlivening destination of the beautiful, messy, complex, and precious journey we call life.”

As professionals seeking certification, you’ll spend the first day mastering how to help others:

- Identify their unique core values—the internal drivers, motivations, and guiding principles that shape everyday decisions and long-term goals.
- Engage with Becoming You’s five proprietary exercises—Six Squared, Alpha Omega, Values Solitaire, Whose Life, Proustish Questionnaire— developed to elicit authentic value expression, helping participants move beyond abstract ideals to clearly defined, ranked personal values.
- Interpret The Values Bridge, an evidence-grounded diagnostic assessment created by Professor Welch that visually maps value alignment, conflict, and authenticity gaps.

By the end of Day One, you will not only have deepened your own understanding of values-based work, but you will also be equipped to teach, facilitate, and coach others through this essential first step in the Becoming You journey. Whether your future clients arrive certain of their values or unsure where to begin, your role will be to help them articulate, organize, and analyze what matters most.



Intensive Schedule

Thursday, January 29, 2026: Aptitudes

What are you truly great at? Not just what you enjoy or what you've been praised for—but the core cognitive and emotional strengths that consistently set you apart?

On Day Two of the certification program, participants learn how to guide others through one of the most eye-opening phases of the Becoming You Methodology: the discovery of innate cognitive and emotional aptitudes.

This section of the curriculum explores:

- A suite of five scientifically validated assessments, administered both before and during the program, that help uncover participants' natural strengths: YouScience, PIE360, the Career Traits Compass, and the RHETI Enneagram.
- Tools, exercises, and approaches to help clients interpret what their assessment results mean for their career paths, leadership style, and decision-making patterns.
- Instruction in how to debrief clients on results with clarity and encouragement—turning data into direction.

Day Two also features special masterclasses taught by Rasanath Das and Betsy Wills.

Rasanath is a renowned Enneagram expert and a Visiting Fellow at the NYU | Stern Initiative on Purpose and Flourishing.

Betsy is the co-founder of YouScience, the renowned psychometric-assessment tool for aptitudes and co-author of the book *Your Hidden Genius*.

By the end of this day, you'll be equipped to help others recognize and reclaim their gifts using the Becoming You methodology.



Intensive Schedule

Friday, January 30, 2026: Economically Viable Interests and Area of Transcendence Workshop

On the final day of the program, participants learn to bring together all three pillars of the methodology: values, aptitudes, and economically viable interests. This is where clarity becomes strategy—and dreams begin to take form.

Morning Session: Expanding the Horizon of Opportunity

The first half of the day trains participants to help clients explore the professional world with renewed imagination and precision. Through Opportunity Bingo and its guided exercises, clients are introduced to high-opportunity sectors and often-overlooked industries shaped by emerging megatrends.

You'll also learn how to facilitate the BY Summit, a proprietary framework designed to map personality data to real-world roles and fields—helping clients open their aperture and identify paths they may never have considered.

Afternoon Session: Charting the Area of Transcendence

The second half of the day is dedicated to techniques that will help clients synthesize their insights into a tangible direction—what Becoming You calls the Area of Transcendence. Using a comprehensive workbook and group facilitation techniques, you'll learn to guide clients through exercises that crystallize their purpose, pressure-test possibilities, and outline next steps.

Participants also learn how to foster a reflective, supportive environment as clients share their plans with peers and receive encouragement and feedback.

The Becoming You methodology doesn't promise a straight line to purpose. But it does provide a map, a compass, and the tools to move forward with confidence. By the end of the day, those will be yours to share.

Licensing

Upon successful completion, you will be exclusively licensed to deliver Becoming You workshops and coaching sessions.

Once certified, you will join the exclusive network of Becoming You Certified Practitioners featured on Suzy Welch's Becoming You website, complete with links to your own practice and website. You will also receive:

- A certificate of completion conferred by the NYU Stern Initiative on Purpose and Flourishing.
- A virtual credential for your LinkedIn page and personal website.
- Resources and a community to support you as you bring this work into your world through a Community of Practice meetings led by Suzy Welch.
- An exclusive licensing agreement that will provide 25 access codes to Becoming You tools and assessments for the first year.



PIE360
Feedback



The
VALUES BRIDGE



CAREER TRAITS
Compass