

# Ground Up Behavioral Coaching Curriculum

## Professional Edition — Preview Pack

Discover the science of motivation, habit design, and sustainable change. Built on Behavioral Psychology, Motivational Interviewing, and Self-Determination Theory.

→ Purchase the Full Curriculum – \$37

## From Intention to Sustainable Change

Welcome to Ground Up Coaching — where we translate complex behavioral science into clear, actionable frameworks for growth. This preview introduces the same structure used by professionals and learners around the world to design lasting motivation, build resilient habits, and sustain change with confidence.

“Change doesn’t have to be forced — it can be built, layer by layer, from the ground up.”

## The Five Behavioral Pillars of the Ground Up Method

Behavioral Psychology & The Habit Loop	Rewire patterns through cue-routine-reward design.
Incremental Change (Kaizen Method)	Compound success through small, consistent steps.
Self-Determination Theory	Strengthen autonomy, competence, and connection.
Cognitive & Identity Alignment	Shift from doing to being for authentic change.
Adaptive Systems Thinking	Keep growth flexible and resilient over time.

## Inside the Curriculum — The 15-Phase Change Model

The Ground Up 15-Phase Model provides a structured pathway for measurable progress. Each phase represents a step toward autonomy and self-efficacy, ensuring that clients and learners progress only after true consistency has been established.

→ Access the complete model and worksheets in the Professional Edition (\$37)

## Habit Stacking Exercise

After I [existing habit], I will [new habit]. Example: After I pour my coffee, I will review one reflection prompt. This simple formula leverages the Habit Loop — cue, routine, reward — to make new behaviors automatic and rewarding.

→ Download Full Edition for Worksheets + 15-Phase System

## Professional Ethics & Resources

The Ground Up Curriculum supports ethical and confident coaching. Inside the full edition you'll find accreditation directories, client-agreement templates, and safety protocols that help maintain clear professional boundaries.

## Build Motivation From the Ground Up

You've just previewed a glimpse of the complete curriculum used by behavioral wellness professionals and learners worldwide. The full 40-page guide expands every concept, includes applied worksheets, and provides a replicable framework for sustained change.

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→ Schedule a Free Consultation