EMOTIONAL INTELLIGENCE

Master Self. Influence All.

EI Coaches Training

The ultimate goal of a strategic partner is to empower the organisation to become self-sustaining.
Transform internal leaders into Certified Emotional Intelligence Architects.

Developed by **Nick Atzeni Ltd**

London based, Operating globally

Nick Atzeni

The Foundation of Expertise
Nick is an integrative coach in Advanced Emotional Intelligence, operating on Executive Performance, with a focus on Mindset and Emotional Regulation, with specialised training from Harvard Medical School and the University of Oxford Business School.

Philosophy & Economics
As an expert trained at the School of Practical Philosophy and Economic Science, Nick views Emotional Intelligence as the primary "human asset."
His Train the Trainer protocols are designed to help organisations internalise this asset, moving from external consultancy to **institutional autonomy.**

Global Authority
A member of the Association for Coaching UK, Nick utilises psychometric **EQ assessments** registered with the British Psychological Society.
His influence spans four continents, having lectured for

- The Italian Chamber of Deputies (Rome),
- Strathmore Business University (Nairobi),
- SELA privately (Jeddah),
- Elite Organisations: Crystal Palace FC, Aston Villa Foundation, and the Royal Spanish Football Federation.

The Legacy of Decision-Making
For a global organisation, Emotional Intelligence is more than a skill—it is a **governance tool**.
Nick's Training package transforms internal leaders into **Certified Architects of Mindset and Regulation,** turning emotional regulation into a measurable, scalable return on turnover and culture.

This protocol ensures that emotional regulation is no longer a fleeting intervention, but a ***permanent internal asset***

Best-fitting Candidates

The Trainer's Program is not an expense; it is a capital investment in the organisation's **most volatile and valuable asset: Human Emotion**.

By turning this volatility into a controlled system, the organisation secures a compounding return on performance, turnover, and cultural longevity.

Ideal Candidates

- **Internal Culture Architects:** HR Directors, Chief People Officers, or Learning & Development (L&D) tasked with long-term cultural transformation.
- **High-Stakes Team Leaders:** Senior Managers or Department Heads in high-pressure sectors (Finance, Law, Tech) who require a "Forensic" edge to manage human capital.
- **Crisis & High-Stakes Decision Makers:** Incident Responders, Response Leads, Operations Directors in "Zero-Failure" environments.
- **Human Capital Sector Leaders:** Healthcare Executives, Legal Practice Managers, or Tier-1 Consulting Leads responsible for talent retention.
- **Governance, Risk & Ethics Officers:** Chief Compliance Officers, Board Members, and General Counsel tasked with maintaining institutional integrity and mitigating behavioural risk utilising EI as a forensic tool to identify behavioural red flags.

Purpose & Deployment

The EI Coaches Training is not merely a certification; it is the installation of a **Permanent High-Performance Infrastructure**.

Once certified, your Internal Architects are deployed to protect, optimize, and **scale the human capital** of the organization.

Expectations

Decentralised Intelligence:
By seeding trainers in every department, you ensure that emotional regulation is coached in real-time, not just during annual reviews.

The Cultural "Compound Effect":

- Cognitive Reframing: Turning setbacks into tactical data.
- Somatic Recovery: Implementing the sleep and recovery protocols for sustained output.
- Psychological Safety: Auditing the team environment to ensure maximum innovation and risk-taking.

Biological Optimization:
To standardize the "Performance Physiology" across the firm. Your trainers ensure that teams are managing their HPA-axis (Stress Response)

Internal Leadership Bench-Strength:
The trainers act as mentors for "Succession Candidates." They ensure that the next generation of leaders is emotionally "vetted" and prepared for the psychological weight of the C-suite

The Forensic Metrics:
The trained candidate will be able to provide EQ Assessment within the organisation to measure, analyse, and confront EQ data regularly, track the process and strategically guide the leaders.

From Candidate to EI Architect

You cannot lead a person where you have not gone Yourself

The EI Coaches Training is a **10-month**, high-science apprenticeship divided into two distinct phases:
*The Internal Forensic (**Self-Mastery**) and*
*The Methodology Architecture (**Practitioner Mastery**)*

- **The Diagnostic (ECR 360)**

The candidate undergoes a full ECR 360 Assessment. We begin by deconstructing their own emotional data, identifying triggers, and establishing their "baseline" as an EI coach.

- **Meta-Cognition & Approach**

Deep dive into Albert Ellis's Rational Emotive Behaviour Theory (REBT), and the integration of Carl Rogers's principles: Unconditional Positive Regard, Congruence, and Empathy.
The candidate learns the art of "Presence" and how to create a Psychologically Safe Environment.

- **The Art of the Socratic Inquiry**

Specialised training in Advanced Questioning. Candidates learn how to place the "right question" that unlocks a client's realisation, moving away from "giving suggestions" toward "facilitating breakthrough."

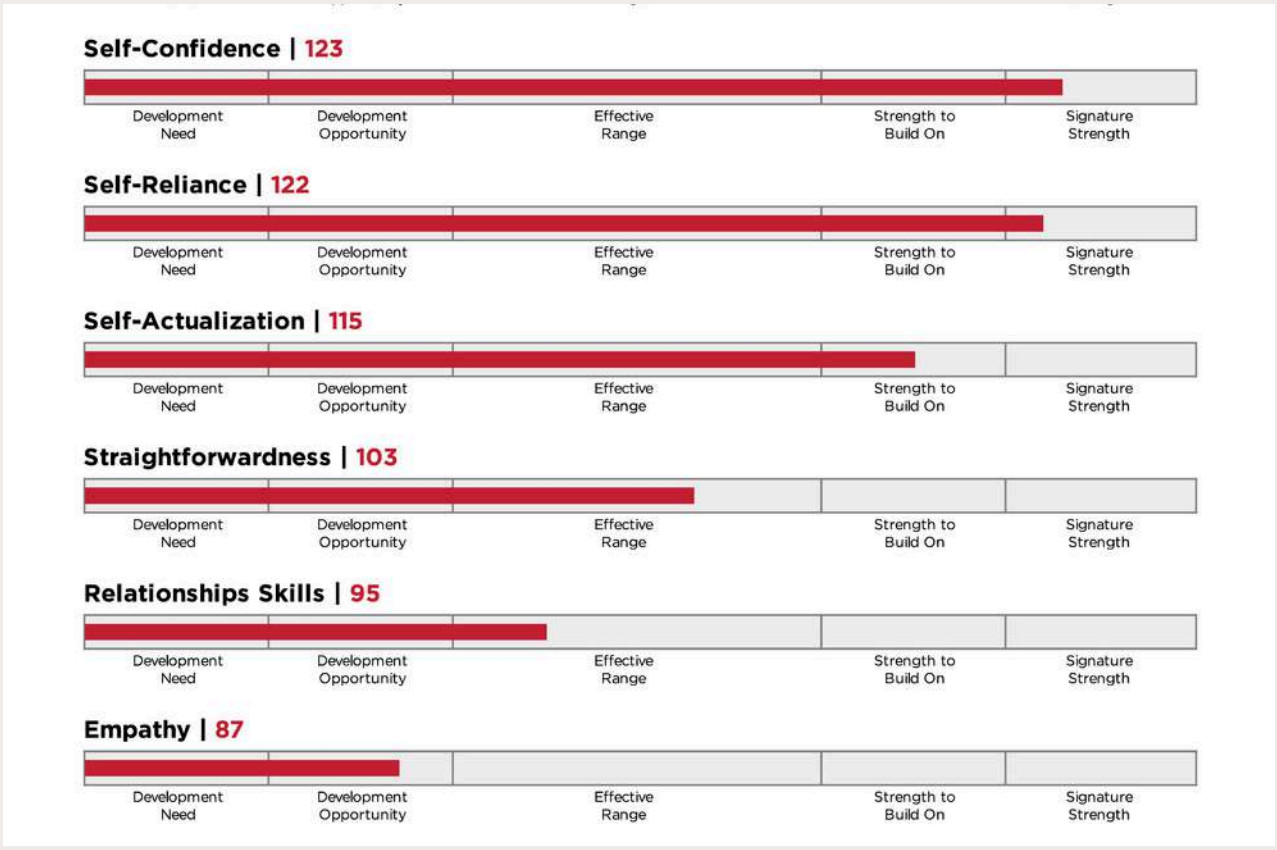
- **Simulation and Deployment Roadmap**

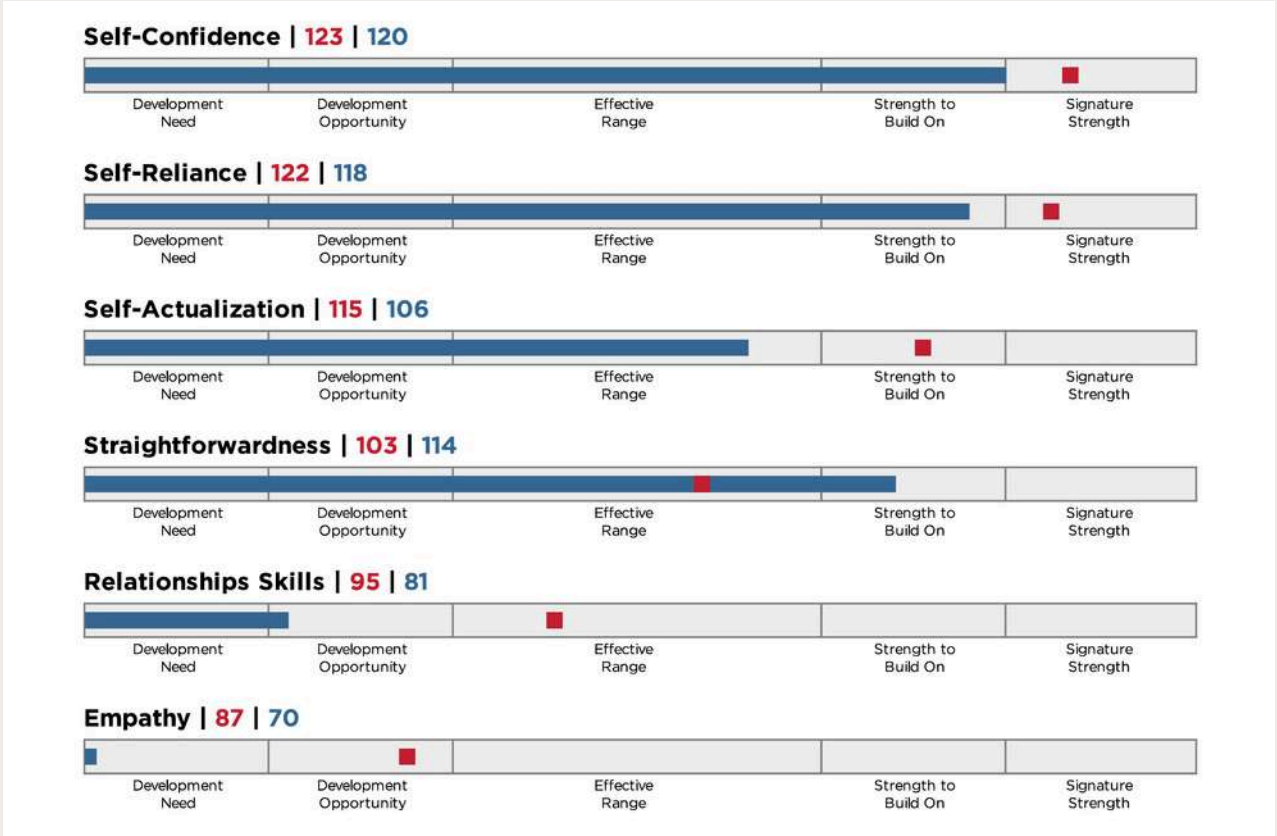
Live coaching simulations. Candidates are tested in high-pressure scenarios. We design the candidate's "Internal Blueprint." We create their 12-month internal coaching roadmap.

- **The RocheMartin Accreditation**

Incorporation of the 6 x 3-hour sessions with the RocheMartin founders. Successful candidates are awarded their **RocheMartin Certification** and are officially inaugurated as Certified Emotional Intelligence Architects.

The EQ Assessments Graph Sample





What the Selection Protocol Covers

The Investment (per candidate)

- **GBP 18,825** / EUR 21,587 / USD 24,923

What the investment covers:

- 35 x 90-minute session with debrief after every session
- Candidate Handbook with IP visual summaries
- 2 x ECR and 2 x ECR360 Assessment (Pre and Post Training)
- 6 x 2-hour session with RocheMartin **Included (2,100 GBP Value)**
  - Official registration and professional license to utilise the entire ECR psychometrics array internally.
  - Lifetime access to the RocheMartin global practitioner platform.
- 2 x 90-minute sessions Post Training Check-in Audit

Stop renting expertise, start owning it

Don't just develop Your people;
Engineer the environment that evolve them

The Data-Backed Return On Investment

*"**By 2026**, the demand for Emotional Intelligence skills is expected to **grow six-fold** as organisations realise that technical expertise is redundant without the emotional regulation to deploy it under pressure."*
[World Economic Forum, 2023]

*"The sustainable organisation is one that transforms its own **leaders into architects of culture**, ensuring that the 'Forensic' standard of behaviour is self-correcting and permanent."*
[International Coaching Federation (ICF) 2024]

*"Leaders with high EI generate significantly more revenue—in some cases, **up to 20% more**—than those who lack these competencies, as they are better equipped to navigate the 'human friction' of modern business."*
[Goleman, D., & Boyatzis, R. E. (2017).]
Emotional Intelligence Has a Regular ROI
Harvard Business Review

Final Remark

The window for "accidental leadership" has closed.

*In a world of global volatility and "unexpected storms," **Emotional Intelligence** is no longer a luxury—it is your primary **Governance Tool.***

*By enrolling your leaders in the EI Coaches Training, You are not just buying a course; You are installing a **High-Performance Infrastructure** that will pay dividends in turnover, talent retention, and institutional health for decades.*

Contacts & Thanks

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This is part of the 2026 Packages:

- One-on-One Coaching
- Team Training Coaching
- Sports Environment(s)
- Onboarding EI Coaching
- **EI Coaches Training**
- EI & Self-Awareness Course

Thank You for Your keenness on having a system that **develops humans as a ripple effect.**

Start owning the expertise, and let's build Your in-house centre of excellence.

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