



I WAS, I AM, I WILL BE

Redefining Our Past, Present, and Future



HAPPY™ Certified Professional Coach Training Programs



Transform the way we relate to ourselves, others and life itself

What is coaching?

Coaching is a transformative process and dynamic partnership that unlocks a client's full personal and professional potential. It is an empowering process that fosters **clarity, confidence, and commitment** to meaningful goals.

As coaches we bring deep presence, active listening, and powerful questioning to help clients navigate challenges and uncover new possibilities. Through structured conversations, we maintain focus, inspire action, and establish clear accountability—creating a path to lasting change.



Why learn to be a Coach?

- Do you want to make a meaningful impact—on others and yourself?
- Are you driven to help people unlock their potential?
- Would you love to strengthen your leadership, communication, and personal mastery?
- Are you looking for a fulfilling career with flexibility, purpose, and financial growth?

If these questions resonate, then developing **certified coaching skills** is your perfect next step. Our program empowers you to transform lives—including your own—while building a career that offers freedom, fulfillment, and financial success.



Why is an ICF Credential important?

The International Coaching Federation (ICF) is the world's most respected professional coaching body, setting global standards for ethical coaching and accreditation. With over **50,000 members in 150+ countries**, research shows that an ICF credential provides:

- **Global Credibility & Career Advantage** – 96% of organizations consider a coaching credential essential or important when hiring coaches.
- **Higher Earning Potential** – On average, ICF-certified coaches earn::
 - US\$200 per session (Level 1)
 - US\$400 per session (Level 2)
 - US\$650 per session (Level 3)
- **Industry Recognition** – 80% of organizations recognize ICF as the gold standard for coaching.
- **Career Freedom & Growth** – Whether you want to start your own business, coach within an organization, or enhance your leadership, an ICF credential opens doors.
- **Personal & Professional Transformation** – Elevate your skills as a parent, leader, business owner, or changemaker.

With an ICF credential, you're not just a coach—you're a trusted, well-paid, and recognized professional ready to make a lasting impact.



Who is this program suitable for?

The **HAPPY™ Certified Coach Training Program** is designed for:

- **HR professionals, senior leaders, and managers** seeking to enhance team performance.
- **Entrepreneurs** leveraging coaching as a strategic advantage.
- **Consultants and organizational leaders** driving impactful change.
- **Parents** re-entering the workforce with renewed purpose.
- **Educators**, counselors, and personal development professionals.
- Retirees, community leaders, and **mission-driven individuals**.
- **Experienced coaches** deepening their expertise and impact.
- **Anyone** looking to elevate **communication, leadership, and coaching mastery**.

More than a certification, this is a transformational journey. The HAPPY™ System equips you with the confidence, tools, and insights to unlock human potential in yourself and others.



The background is a solid teal color. In the upper right corner, there is a large, abstract graphic consisting of several overlapping circles in different shades of teal, creating a sense of depth and movement.

What Are The Benefits?



How does becoming a coach elevate your career?

In today's fast-changing business world, leaders need emotional intelligence, strategic thinking, and the ability to develop and empower others. Our program gives you the competitive edge to enhance your impact, influence, and ability to inspire.



Unlock Your Potential & That of Others:

- Leverage cutting-edge coaching techniques to build deep self-awareness and transform yourself and those you lead.
- Harvard Business Review ranks self-awareness as more valuable than an MBA—a key leadership skill at any level.



Lead with Confidence and Influence:

- Strengthen your presence, gravitas, and approachability to build stronger connections with teams and stakeholders.
- 95% of leaders believe coaching enhances organizational success and develops a culture of excellence



Become A Leader of Leaders:

- Master the art of shaping team dynamics, resolving conflicts, and driving effective decisions.
- 83% of organizations report improved performance when leaders use coaching skills.



Drive Organizational Growth & Culture:

- Coaching enhances emotional intelligence and empathy, driving team performance and success.
- Companies with strong coaching cultures grow revenue 51% faster than their peers (HCI Study).



Retain Talent And Improve Performance:

- Coaching boosts engagement, retention, and productivity.
- 86% of companies report recouping their coaching investment through increased morale and long-term growth.



Elevate Your Career & Opportunities:

- Turn your passion into a **thriving career** with an internationally recognized **ICF coaching credential**.
- 96% of organizations consider coaching credentials essential or important.

Coaching isn't just a skill—it's a superpower that transforms lives, starting with yourself.



How does coaching impact your clients?

Coaching isn't just about professional development—it's a catalyst for meaningful change. Whether you're leading a team, running a business, or levelling up personally, coaching unlocks potential, enhances decision-making, and fuels success. Here's what [research](#) from the International Coaching Federation (ICF) shows:

- **80%** of coaching clients report increased self-confidence, leadership skills, and overall effectiveness.
- **70%** see improvements in work performance, relationships, and communication.
- **60%** of organizations experience significant gains in employee retention and job satisfaction.
- **86%** of companies fully recoup their investment in coaching.
- **92%** of coaching clients express satisfaction with their coaching experience.
- Executive coaching delivers an impressive **700%** return on investment.

Coaching is one of the fastest-growing sectors in professional development worldwide, with:

- A projected **\$4.564 billion** in global annual revenue (ICF, 2022).
- The coaching certification market is **expected to triple** from \$10.3 billion in 2023 to \$31.9 billion by 2034 (FMI, 2022).
- **86%** of leaders believe in building a coaching culture within organizations (The Martin Institute Study 2024).

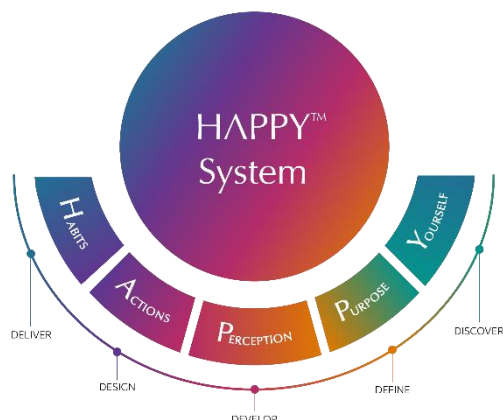
Coaching is a game-changer that drives measurable impact for individuals and organizations alike.

Coaching isn't just a trend—it's the future of leadership, business, and personal transformation.



What makes us unique?

What is our program philosophy & approach?



At the heart of The Martin Institute's ICF-accredited coach training program is the **HAPPY™ System**—a groundbreaking, research-based methodology developed by our founder, **Avni Martin, ICF Master Certified Coach**.

This system integrates **ancient wisdom, modern neuroscience, behavioral psychology, and cutting-edge coaching methodologies** to unlock deep and lasting transformation. Grounded in extensive research, including interviews with hundreds of leaders, it reveals the key drivers of sustainable leadership growth.

By blending **ICF Core Competencies, Neuro-Linguistic Programming (NLP), Inner Child Integration Therapy, and the science of habit change**, our program delivers unmatched depth and impact—setting a new global standard in coach training. More than a certification, this journey equips you with the **expertise, mindset, and transformative framework** to drive meaningful change—for yourself, your clients, and your organization. **This makes coaching not just a skill, but an extraordinary superpower for transformation.**

Why choose us?

- **Train with the Best** – Learn from an ICF Master Certified Coach in a globally accredited program recognized for excellence.
- **Master a Unique Coaching Approach** – Our Parts Coaching method blends Inner Child Integration, Internal Family Systems, and ICF Core Competencies for deeper, lasting transformation.
- **Experience the HAPPY™ System** – A proven 5-step methodology combining neuroscience, coaching models, and ancient wisdom for powerful results.
- **Join a Supportive Coaching Community** – Small class sizes, interactive learning, and hands-on mentorship to help you thrive.
- **Expand Your Reach & Opportunities** – Gain paid and reciprocal coaching opportunities through our active network.
- **Earn an Internationally Recognized ICF Certification** – Boost your credibility and open doors to global coaching opportunities.

Choose us for a **world-class coaching experience, a pioneering methodology, and a dynamic learning journey**—one that transforms not only your life but also the lives of those you coach.

At The Martin Institute we don't just teach coaching — we transform!

HAPPY™ Certified Coach Training Program Overview

Our transformative **Level 1 and Level 2** – HAPPY™ Certified Coach Training Programs exceed all ICF training requirements, providing comprehensive support at every step—from enrolment to earning your ICF ACC or PCC credential. Our program fees cover all components listed below, except for the fees payable directly to ICF for credential application.

ICF Associate Certified Coach (ACC)

Certification Journey

Step 1: Complete ICF Level 1 Certification Program, which includes:

- 65 hours of live student contact hours
- 15 hours of group mentor coaching
- 3 hours of private 1:1 mentor coaching
- Performance evaluation exam for ACC
- Practice for ICF Credentialing Exam

Step 2: Complete 100 client coaching hours

Step 3: Apply to ICF for ACC Credential

Step 4: Complete 3 hour multiple-choice exam with ICF

SGD 5,500

ICF Professional Certified Coach (PCC)

Certification Journey

Step 1: Complete ICF Level 2 Certification Program, which includes:

- 125 hours of live student contact hours
- 15 hours of group mentor coaching
- 3 hours of private 1:1 mentor coaching
- Performance evaluation exam for PCC
- Practice for ICF Credentialing Exam

Step 2: Complete 500 client coaching hours

Step 3: Apply to ICF for PCC Credential

Step 4: Complete 3 hour multiple-choice exam with ICF

SGD 11,000

Additionally, we include 40 hours of Continuing Coach Education Units (CCEUs) at no extra cost (valued at US\$2,650), meeting the requirement for your first ICF credential renewal three years after certification.

Become the leader you were meant to be.

HAPPY™ Certified Professional Coach Training Program Modules

MODULES FOR ICF LEVEL 1 CERTIFICATION

Module 1

Foundation of Coaching

Module 2

Application of Coaching

Module 3

Power of Coaching

Module 4

Mentor Coaching Clinic 1

Become an ICF Level 1 (ACC) Coach after completing your 100 practice hours and exam with ICF.

MODULES FOR ICF LEVEL 2 CERTIFICATION

Module 5

Context in Coaching

Module 6

Relational Dynamics of Coaching

Module 7

Corporate Coaching

Module 8

Mentor Coaching Clinic 2

Become an ICF Level 2 (PCC) Coach after completing your 500 practice hours and exam with ICF.

Turn possibilities into realities.

Level 1 Course Outline

Module 1: Foundation of Coaching

The first coach-learning course, *Foundations of Coaching* is focused on equipping you with foundational understanding of what is coaching, knowing and developing **yourself** at a deeper level for coaching.

We will cover:

- Essence of coaching, its philosophy and neuroscience
- Overview of the 5-step HAPPY™ Coaching System
- In-depth exploration of first step of the HAPPY™ Coaching System: Connect with Yourself
- Review current and updated ICF core competencies
- Listen to coaching demonstration, practice coaching sessions, give and receive feedback
- In depth review of the following ICF Core Competencies: Meeting ethical guidelines and professional standards, Establishing Trust and Safety, Coaching Presence, Active Listening

Module 2: Application of Coaching

The second coach-learning course, *Application of Coaching*, is about equipping you with an essential set of skills to contract a clear coaching **purpose**, clarify deeper mindsets, communicate feedback of observations, and challenge **perceptions** to create self-awareness, shift paradigms and empowered perspectives about themselves, their goals and situations.

We will cover:

- Essence of creating powerful coaching contracts and shifting mindsets
- In-depth exploration of second and third steps of the HAPPY™ Coaching System: Contract the Purpose, and Challenge the Perceptions
- Listen to coaching demonstration, practice coaching sessions, give and receive feedback
- Reflect on all ICF core competencies, current and new
- Deepen your awareness of your own biases, filters, blind spots and beliefs
- In depth review of the following ICF Core Competencies: Establishing the Coaching Agreement, Powerful Questioning, Direct Communication, Creating Awareness

Module 3: Power of Coaching

Power of Coaching is about moving forward with the client's empowered mindset and turning that positive energy into pragmatic **actions** and sustainable **habits**. The primary focus is on powering up the coach with the skills of strategic thinking, facilitation, performance enhancement, managing progress and science of forming habits.

We will cover:

- Essence of turning insights into actions to create long term habits
- Learning to be an effective coach facilitator and a powerful change leader
- Blueprint to build and support sustainable game plans, actions, momentum and change
- Science of habits
- Integration of Neuro Linguistic Programming (NLP) in coaching
- In depth review of ICF Core Competencies: Planning & Goal Setting, Designing Actions, Managing Progress & Accountability

Module 4: Mentor Coaching Level 1

Mentor Coaching Clinic is about consolidating the essence of all previous learning and putting it into practice. It involves recapping the most important learning from a practical perspective, practicing coaching sessions, recording these, observing, supervising, giving and receiving feedback to create a safe environment for deep action learning.

We will cover:

- Overview of Modules 1-3
- Listen to coaching demonstration
- Observe and reflect on competencies
- Practice coaching sessions, give and receive feedback
- Reflect on all ICF core competencies, current and new

Lead with purpose. Coach with confidence. Be the change.

Level 2 Course Outline

Module 5: Context in Coaching

Context in Coaching is about deepening our learning journey to contextually apply the ICF Core Competencies manage common coaching challenges, scenarios and contexts with confidence.

We will cover:

- Common coaching challenges, scenarios and contexts throughout coaching cycle
- Learn to contextually apply ICF core competencies to handle these with greater confidence
- Perform observed coaching sessions, learn through practice and reflection
- Develop strategies to sharpen coaching and observer skills
- What happens to a coach behind the scenes and coaching the coach within
- Practice ICF written exam questions

Module 6: Coaching Supervision

Coaching Supervision introduces the key concepts of this powerful reflective practice that ensures continual development of the coach and their relationship with their client and wider context through interpretive evaluation.

We will cover:

- Key differences in mentoring and supervision
- Deepening awareness of our biases, blind-spots or beliefs and moving from “what you do” to “who you are”
- EMCC coaching core competencies and coach supervision competencies
- Learning the transformative HAPPY™ Parts Coaching approach
- Practice coaching, reflective practice, interpretive evaluation, explore feedback
- Seven-eyed Supervision Model, parallel processes, transference, counter transference, drama triangles, 3 chair technique, and developing the self-presence and internal supervisor

Module 7: Corporate Coaching

Corporate Coaching primarily focuses on learning about coaching in an organizational context where the coach engages in a one-to-many relationship (involving sponsors and stakeholders) where the client could be an executive, business, an organisation, a team or a group.

We will cover:

- Fundamentals and key concepts of Corporate Coaching
- Executive, Leadership Coaching Blueprint
- Systems Thinking Principles
- HAPPY™ Corporate Coaching Model
- HAPPY™ Team Coaching Model and ICF Team Coaching Competencies
- Business and Organisational Coaching Model
- Practice CKA exam questions and coaching sessions

Module 8: Mentor Coaching Level 2

Mentor Coaching Level 2 consolidates your skills at the ICF Professional Certified Coach level and supports you in your journey to apply coaching within your organisation to build a culture of coaching and ability to present coaching to your target audience. You will also be practicing coaching sessions, observing, giving and receiving feedback in a safe environment to deepen your learning and application of ICF Core Competencies.

We will cover:

- Practice coaching sessions
- Give and receive feedback
- Reflect on all ICF core competencies, current and new
- Presentation on Building a Coaching Culture in Organisations
- Presentation of Case Study for Application of Coaching
- Professional Certified Coach level performance evaluation

Private Mentor Coaching: 3 hours of private mentoring with an ICF Master Certified Coach (MCC)

Every leader can ignite greatness in themselves and others. Let's turn this possibility into reality.



Program Logistics

Program Delivery

Our programs offer a dynamic and inclusive learning environment, with flexible delivery options including in-person sessions in Singapore and live online sessions internationally in English. No prior knowledge or specific qualifications are required—our program is open to all adults eager to learn, grow, and make an impact.



Our Partnership Terms

We value our partnership with you and ask that you take note of the following terms:

- **Cancellations & Transfers:** Fees are non-refundable but can be transferred to future programs or substituted by another participant willing to take your place.
- **Short-Notice Cancellations:** Cancellations within three weeks of the program start date forfeit 30% of the fee. The remaining 70% can be applied to future programs.
- **Program Changes:** We reserve the right to adjust program dates or venues if necessary. Participants will be notified promptly.
- **Program Cancellation:** In the unlikely event that we cancel a program due to unforeseen circumstances, a full refund will be provided.
- **Payment Plans:** Payment via installments is available with prior agreement.

A portrait of Avni Martin, a woman with long dark hair, smiling. She is wearing a bright yellow blazer and a colorful patterned scarf. The background is a soft-focus green foliage. A semi-transparent orange-red banner is at the bottom of the image, containing the text.

Our Course Leader

Avni Martin is a Master Certified Coach (MCC) with the International Coaching Federation (ICF) and a recognized thought leader with over 20 years of experience in leading change. She is also the author of the upcoming Penguin Publishers book, *Happy Ever After – Transform Your Leaders, Teams, and Organizations with the HAPPY™ System*. With a degree from Imperial College London, Avni is an Inner Child Integration Therapist, NLP Master Practitioner, mentor, and trainer, dedicated to developing world-class coaches. She brings extensive experience and energy to her training, delivering transformative coaching education to every participant.

Avni served as Global Director of ICF Coaching Education and Director of Research for ICF Singapore for six years, where she led two pioneering projects, including The 2020 Study of Interventions for Organizational Development across Southeast Asia. Collaborating with three leading HR associations in the region and leaders from 1,300 organizations across nine countries, she helped elevate awareness and excellence in the coaching profession. Before transitioning into coaching, Avni's early career involved contributing to large-scale organizational change at NGA Human Resources and leadership development programs at Vanto Group. Having developed the HAPPY™ Coaching System, she now partners with leaders, teams, and organizations to rewrite past perspectives and unlock their full potential.



What Do Our Clients Say?

What do people say about us?



“Completing Level 1 and 2 with Avni was one of the **deepest and most introspective learning journeys ever**. Avni’s **extensive knowledge and experience, empathy and patience**, make her **one of the best trainers and mentors**. I’ve **applied the key learnings** as an executive and **witnessed the improvement** in my team’s dialogue. To **become a better leader** or a coach, Avni’s courses are a **fundamental stepping-stone**.”

– Manuel Sguazzi, Managing Director | Executive MBA | Certified ScrumMaster® | ICF Trained Coach



Avni is one of the **best coaches** I have ever come across, and she provides a **highly effective** way to reach PCC level in the **shortest time**. She teaches you how to be **completely non-judgmental** and **provoke deep transformation** in your clients. To take your coaching skills to the **next level**, I warmly recommend you **contact Avni**.”

– Mette Johansson, Speaker, Trainer, Coach, Consultant | Empowering Leaders | Inclusion | Authenticity



“I was **lucky** to find Avni! She's a **fantastic coach, a great trainer**, with **in-depth knowledge**. She **tailors learning** to your **unique** ability and challenges. Her **strong fundamentals and values, personal touch, warmth**, and friendship, made training a **great learning experience**. **Highly recommend her!**”

– Pooja Arora, ACC | Co-Founder, Redefine Wellness | Wellness Coach & Therapist | Wellness Trainer



“Avni is **exceptionally committed** to ensuring that she **gives her utmost** as a trainer. Her **authenticity, humanity, and humility** create an **incredible space of safety** that invites **deep sharing**. Learning with Avni is **thought-provoking**, as she **honours** the knowledge and experience that everyone in the room has to offer—all the **necessary ingredients for a powerful learning journey**.”

– Roslina Chai, ACC | Speaker | Innovation, Strategy, Presentation Alchemist | Coach



“Since starting my journey with Avni, I’ve **loved it**. It’s been **deep and transformative**, with **very personalised attention**. The **depth of learning** is **impressive**. I chose Avni because she was **highly recommended** by my colleagues and peers, and it has proved to be a **very good decision**. It not only makes me a **better business leader** but also a more **aware father and husband**.”

– Nick Johnson, ACC | Founder and MD of EGN Singapore

What do people say about us?



“Avni Martin is an **outstanding ICF Master Certified Coach and teacher**. Her **expertise, clear instruction, and supportive guidance** have been **invaluable to my development**. Avni’s **passion for coaching and genuine dedication** to her **clients’ success** make her an **exceptional mentor**. I **highly recommend Avni** to anyone seeking to **learn and grow** in the coaching field.”

– Dona Amelia, Co-Founder of EGN | Keynote Speaker | Executive & Life Coach



“Avni is an **intuitive coach of coaches who brings out greatness**. She is a **force for humanity**. After her **HAPPY™ Coach Training Program**, my life feels **upgraded to business class!** I’m a **better listener**, more **in tune with others**, and my **relationships have improved**. I’m now **focused on my goals and vision**, with **more love and calmness**.”

– Suraj Vitblani, CEO & Founder of Vitblani Constructions and Motion Architecture



“Avni is a **skilled mentor coach** who brings **great value**. Her **deep ICF knowledge** gives her a **powerful edge**, offering **masterful approaches**. She is **generous, available, and offers a personal touch**, often turning clients into **friends**.”

– Cheryl Sim, Learning & Development Consultant @ Gallup | Executive Coach (ICF Certified) | IHRP-CP



“Avni is a **master coach and trainer who transforms lives**. Her program is a **profound journey of growth**. She has an **incredible gift** for pushing us to our **limits as coaches and humans**. With her **expert guidance**, I **unlocked my full potential**. Avni’s **skills, mindset, and compassion** set her apart. She creates a **safe space for growth and reflection**.”

– Scott Harrison, Elite Negotiation & Influence Coaching | EQ-i | ICF Coach | IAF Facilitator



“The **clarity, confidence, and control** I’ve gained through Avni’s coaching is **priceless**. She’s helped me become a **better, more effective version of myself**. Even after a **traumatic experience**, I’ve **stayed strong and clear**. Avni goes out of her way to **support students, creating an interactive, safe space**. I’ve built **deep connections and become a confident coach**. I’ve **recommended Avni** to many, who vouch for her as an **amazing coach, mentor, and trainer**.”

– Manisha Khubchandani, Recruitment Project Manager APAC

What do people say about us?



“Avni is a **dedicated and passionate** coach trainer who **goes above and beyond to serve** clients better. Avni has spent years honing her craft to ensure she **keeps clients up to date with the best practices of the coaching industry.**”

– Lillian Latto, PCC | Managing Director, Matchfit Consult | Executive, Leadership & Organizational Coach



“Avni is a **natural at coach training.** She has the ability to make us **deeply introspect and grow**, by **holding up a mirror for us to be the best versions of ourselves** and her **sessions are highly engaging.** Avni was **instrumental** in ensuring each one of us addressed our developmental needs as coaches. She helped me **think more deeply and inspired me** in my coaching journey. ”

– Nitya Rao-Parera, PCC | Executive & Career Development Coach | Facilitator | Trainer



“I am **grateful** to be trained by Avni. Her programs are **in-depth, and comprehensive** with gives **personalised attention.** Avni’s **passion for training and developing people** amazes me as she **gives all that she has without ever holding anything back!** I’m inspired by Avni's excellent grasp of coaching, which empowers me to reach newer heights. I **highly recommend** Avni as a coach trainer and mentor coach!”

– Anthonia Lim, Coach & Trainer



“It is my **privilege to learn and grow** as a person, therapist, and facilitator to transform people **with Avni!** Avni is a **brilliant coach, trainer, mentor, and supervisor,** as I observed the **profound difference** she made **in her clients, including myself.** Avni is a **rare and special gem with knowledge, wisdom, and skills to optimise success.**”

– Elena Podrezo, ACC | Relationship & Energy Transformation Coach



I would **highly recommend** Avni’s program. It was a great match for my expectations. The learning group was small, with **individual attention,** and Avni taught us at a **higher level, going beyond basic skills** for a more **in-depth approach.** The **competitive pricing** included full support to achieve my qualification, including mentoring, exam practice, a rich network of peers.”

– Ivana Fertitta, Corporate Trainer & Consultant | Professional Speaker | Well-being and Happiness Coach | Psychologist | Author

What do people say about us?



"I wholeheartedly recommend Avni Martin and her course to anyone on a journey of self-discovery and mastery. She is a mentor, guiding students towards excellence with unwavering dedication and passion. She fosters a nurturing environment where students explore, grow, and challenge themselves. Her insightful feedback was invaluable. The ICF accreditation is the gold standard, and this course instilled in me the core competencies essential for success. I am forever grateful for the knowledge and inspiration she gave me."

– Daphne Langeveld, International Certified Coach (ICF ACC) | Systemic Practitioner | Thrive Abroad Coaching



"I strongly recommend Avni to anyone seeking a transformative educational experience. Her perceptive insights create a powerful mind shift, leading to genuine self-development. I truly enjoyed her class—a journey of growth and enlightenment. Avni inspires meaningful transformation. I also had a lot of fun networking. Thank you, Avni."

– Eunice Bob, PMP, Deputy Director at CPF Board | Singapore Computer Society Enterprise Architecture Chapter Executive Committee



"I have been coaching for five years, and my PCC accreditation was long overdue. A friend recommended Avni for the bridging program and PCC mentoring, and I'm glad I did. Avni is very exact in her PCC markers and sets a high bar. It was a great refresher for my PCC certification. The cohort was engaging and welcoming."

– Adeline Tiab, Leadership Coach | Speaker | Startup Advisor | Author: REINVENT 4.0



"I have run sessions alongside Avni and participated in hers. As someone keen on learning, I've worked with many trainers, and Avni stands out. She demonstrates techniques and shares frameworks like no other, balancing flow with structure and delivering powerful coaching demos. Avni also runs an extremely popular peer coaching group, attracting coaches worldwide. She is a highly regarded leader in the ICF network, known for her passion and dedication. I strongly recommend Avni Martin."

– Kaumudi Goda, People, Leadership & Culture Strategist | ICF Global Diversity Council Member | Consultant



"I highly recommend Avni's Accredited Coach Training Program. She is a masterful coach and trainer with a unique ability to give feedback that is concise, actionable, and uplifting, helping us grow from session to session. Avni flexibly adjusted the training to our needs, using peer coaching, exercises, and MCC-level competencies, plus access to MCC coaching sessions, an invaluable opportunity to grow."

– Axel Johansson, ACC | Leadership, Performance & Intercultural Intelligence Coach | Consultant
