

C.O.R.E. COACHING PROGRAMME OVERVIEW

Identity-Level Transformation Through Clarity and Performance

TRANSFORM YOUR LIFE BY TRANSFORMING YOUR IDENTITY

Move from struggling with behaviour change to effortlessly living as your confident, successful future self

STRUCTURE

4 Coaching Sessions + 30-Day Plan
4–8 Weeks

INVESTMENT

Comprehensive Package
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Welcome to Clarity & Self-Concept Coaching

Are you tired of setting goals, working hard, and hitting the same ceiling? Of trying to change your behaviour only to find yourself reverting to old patterns? Of feeling like something is holding you back despite your best efforts?

The problem isn't your effort. The problem is your self-concept.

Your self-concept—the beliefs you hold about who you are, determines everything: what you believe is possible, how you respond to challenges, the actions you do or don't take, and the results you create. When your self-concept says *"I'm not confident"* or *"I'm not capable,"* no amount of effort can override that. But when you change your self-concept, everything shifts naturally.

Clarity & Self-Concept Coaching uses a proven framework to transform your identity at the deepest level—creating sustainable, effortless change.

The C.O.R.E. Coaching Framework

A four-phase, identity-level transformation delivered through 1-on-1 coaching, complete workbook materials, NLP techniques, and a 30-day embodiment plan.

The Four Phases

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CLARITY

Understand your current self-concept and the unconscious patterns shaping your life.

Includes:

One 60-minute coaching session • Deep exploration of current identity • Identification of limiting beliefs, emotional patterns, and repeating life cycles • Language and internal dialogue awareness

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OWNERSHIP

Reclaim your power from external circumstances and recognise where you've unconsciously given it away.

Includes:

One 60-minute coaching session • Identification of where power has been outsourced • Recognition of ego-self protective patterns • Development of conscious choice capacity • Restoration of self-trust and inner authority

R

REALIGNMENT

Consciously reshape your identity at the subconscious level and anchor new beliefs emotionally.

Includes:

One 60-minute coaching session • Release of limiting identity roles • NLP identity-level change work • Future self visualisation and anchoring • New belief installation • Internal dialogue transformation

E

EMBODIMENT

Integrate your new identity into everyday life, so change becomes automatic and sustainable.

Includes:

One 60-minute coaching session • Identity-aligned action planning • Trigger response planning and emotional regulation • Boundary and communication alignment • Daily integration practices • 30-day embodiment plan creation

What's Included in Your Coaching

Coaching Sessions

- Four 60 minute 1-on-1 coaching sessions (one for each phase)
- Delivered 1–2 weeks apart to allow for integration between sessions
- Online via Teams (or WhatsApp, if applicable)
- Focused, structured framework using proven coaching techniques

C.O.R.E. Framework Workbook

- Complete workbook to guide you through each session
- Reflection questions tailored to each phase
- Space to capture insights, beliefs, and breakthroughs
- Session completion checklists and integration practices

NLP Techniques & Tools

- Identity Release Ritual - Let go of limiting identity roles
- Future Self Anchoring - Access your confident, successful identity instantly
- The Pause Technique - Create space between trigger and response
- Parts Integration - Resolve internal conflict and ambivalence

30-Day Embodiment Plan

- Comprehensive 30-day plan to cement your new identity
- Daily practices aligned with four weekly themes (Awareness, Practice, Integration, Embodiment)
- Weekly tracking and reflection exercises
- Final transformation reflection and ongoing commitment plan

Your journey: 4–8 Weeks

WEEK 1-2 Session 1: CLARITY Gain awareness of current patterns	WEEK 2-4 Session 2: OWNERSHIP Reclaim your power	WEEK 3-6 Session 3: REALIGNMENT Reshape your identity	WEEK 4-8 Session 4: EMBODIMENT Live your new identity
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+ 30-DAY EMBODIMENT PLAN

Daily practices cement your transformation

What You'll Experience

By the end of the C.O.R.E. Coaching Programme, you will have:

Deep Self-Awareness



Clarity on the unconscious beliefs and patterns that have been limiting you. You'll see yourself clearly without judgment.

Reclaimed Inner Authority



Moved from feeling controlled by circumstances to recognising your power. You're no longer a victim of your conditioning—you're the author of your response.

A New Identity Wired into Your Nervous System



Your new self-concept isn't just an idea—it's felt, embodied, and automatic. Your nervous system now recognises and supports this version of you.

Sustainable, Effortless Change



You're not white-knuckling change anymore. Your new identity creates natural, aligned action without force or willpower.

Practical Tools for Ongoing Transformation



NLP techniques, anchoring practices, and embodiment tools you can use anytime to stay connected to your new identity.

A Clear 30-Day Integration Plan



A comprehensive guide for cementing your transformation into daily life, so the new identity becomes your default, automatic way of being.

Coaching Format & How It Works

Session Structure

Each 60-minute session follows this flow:

- Opening & Frame Setting (5 min) - Ground into the session's focus
- Exploration & Awareness (20 min) - Use powerful coaching questions to surface patterns
- Transformation Work (25 min) - Apply NLP techniques for deep, embodied change
- Integration & Closing (10 min) - Capture insights and commit to between-session practices

Between Sessions

- Complete workbook reflection exercises
- Practice NLP techniques and anchor exercises daily
- Notice and work with your patterns as they show up in daily life
- Journal to deepen awareness and integration

Delivery Method

Format:

1-on-1 Online Coaching via Teams (or WhatsApp)

Session Scheduling:

Scheduled 1–2 weeks apart • Flexible times to suit your schedule

Materials:

Workbook (digital), resources, 30-day Identity Embodiment Plan

Who is This Programme For

The C.O.R.E. Clarity and Performance Coaching Framework is ideal for you if you:

- Have tried to change your behaviour but keep hitting the same ceiling
- Know something is holding you back, but can't quite pinpoint what
- Are ready to do the deep work, not just surface-level fixes
- Want lasting transformation, not temporary motivation
- Are ready to fully embody your confident, successful future self
- Value professional guidance and structured frameworks
- Are committed to showing up consistently for 4–8 weeks

If you identify with any of these, then, you're ready for transformation.

Frequently Asked Questions

How long does the programme take?

The full programme spans 4–8 weeks: four coaching sessions (1-2 weeks apart) plus a 30-day embodiment plan. You can move at your own pace within this timeframe.

How much time do I need to commit each week?

Session weeks: 1–2 hours (the session itself, plus between-session practices). **Other weeks:** 10–20 minutes daily for workbook reflection and practice exercises. **During the 30-day plan:** 10–15 minutes daily.

What if I'm sceptical about coaching?

Healthy scepticism is good. The C.O.R.E. Framework is evidence-based, grounded in NLP and neuroscience. You'll have real, practical experiences in the sessions that make the methodology tangible, not theoretical. Your own insights and breakthroughs will be the proof.

Will this change me, or is it just feel-good stuff?

The transformation is real and measurable. You'll see changes in how you think, feel, and act. The framework works at the identity level, where lasting change happens. However, this requires your commitment—showing up, doing the practices, and being willing to examine yourself honestly.

What if I miss a session?

We can reschedule within the same phase window. The programme is designed in phases, so each session builds on the last. Missing a session will delay your timeline, but we can accommodate rescheduling.

Can I do this if I'm dealing with trauma or serious mental health issues?

Coaching is not therapy. If you're dealing with significant trauma, PTSD, active mental health crises, or serious clinical issues, I recommend working with a therapist first. *Coaching works best when you have basic emotional stability and are ready for identity-level transformation.*

How do I know if this is right for me?

Schedule a discovery call. We'll discuss your situation, explore whether the C.O.R.E. Framework is aligned with your goals, and answer any questions. There's no obligation, it's simply a conversation to see if we're a good fit.

Next Steps: Your Transformation Begins

Ready to shift from struggling to flourishing?

STEP 1: BOOK YOUR DISCOVERY CALL

Schedule a free 20–30-minute consultation to discuss your situation and explore if the C.O.R.E. Coaching Framework is right for you

STEP 2: ENROL

Once we've confirmed fit, complete the [personal coaching form](#), and schedule your four coaching sessions

STEP 3: TRANSFORM

Begin your 4-8 week journey through the C.O.R.E. Framework and discover who you become

Click below to schedule your discovery call

[BOOK DISCOVERY CALL](#)

Or email: info@yourcoachmark.com

**You Are Not Becoming Someone New
You Are Returning to Who You've Always Been
Beneath the Conditioning**

This is your identity. This is your truth. This is you.

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