



# INTERNATIONAL INSTITUTE — FOR — EMOTIONAL EMPOWERMENT

International Institute of Emotional Empowerment  
Certification Program



# Become a Certified Emotional Empowerment Coach and teach others how to Transform their Relationship with Emotions

## Are you ready to...

Access your fullest potential?

Tap into the positive power of your negative emotions?

Become your fullest, most fulfilling version of you?

Harness Untapped Energy, Momentum and Power?

Through training with the International Institute of Emotional Empowerment (IIEE) you'll learn the unique empowered messaging behind each negative emotion, such as fear, anger and frustration. Furthermore, you'll learn how to use your negative emotions for your benefit and growth. The training will teach you the empowered understanding of emotions that will enable you to fulfill more of your potential. You'll even be able to help others to achieve Empowered Living by using the three essential elements in the formula:

Empowered  
Thought

Empowered  
Emotion

Empowered  
Action



# Welcome

From Michelle Bersell, M.A., M.Ed.

I'm Michelle Bersell, founder of the International Institute for Emotional Empowerment (IIEE). Welcome to our community! I'm really excited that you're interested in emotional empowerment. The IIEE was created because the world is facing an emotional epidemic. The challenges we face today include the following:

- 8 out of 10 doctor visits are stress related**
- 3 out of 4 women experience chronic stress**
- 9 out of 10 mothers feel overwhelmed**
- 1 in 4 women in their 40s and 50s take antidepressants**

The root of today's challenges is an emotional issue and people are struggling. Our current understanding of emotional well being is not working. The institute was created in order to develop cutting edge insight into how to address our emotions from a life affirming, positive and empowered approach.

The IIEE is at the forefront of a powerful new movement that teaches how to get to the core of emotional struggles, such as anxiety, depression and stress. Furthermore, training at the IIEE teaches you how to get to the underlying emotional blocks that are at the root of financial issues, health issues and relationship struggles.

The IIEE is the only program that teaches the psychology of emotional empowerment by providing a step by step proven process to lasting transformations. As you read through this program guide, I invite you to open yourself up to how the education and training of IIEE can not only change your life, but also the lives of those you care about and/or serve professionally.

This is an opportunity to become a transformational agent in your own life and perhaps more deeply in the lives of others. If you desire to support others at a deep level, now is your time to believe in yourself and create a positive ripple effect in your life and in the world.

With warm regards,  
Michelle Bersell

# What is the International Institute for Emotional Empowerment?

Our very well-being is in a delicate and fragile place right now in the world. People are emotionally struggling, and often times don't even understand the source as to why they feel they way they do.

After nearly twenty years of teaching, speaking, and writing, Michelle has introduced a positive, life-altering approach to emotional well being. The IIEE is at the forefront of a powerful new movement that's changing the way we understand emotions . The core mission of the IIEE is to teach a better way to heal our relationship with our emotions, and in doing so heal ourselves - our confidence, our deservedness, our belief in our fullest expression of self.



For centuries, negative feelings have been seen as something you want to get rid of as quickly as possible. The IIEE has created a revolutionary understanding of emotional well being that is about empowering individuals to utilize all of their feelings, including the negative feelings, in order to get to the root of internal blocks that hold them back from having a life they love. We understand how emotion impacts every area of life because any area of life that is important to you means you have feelings about that part of your life. Those feelings are either working for you or against you. With Emotional Empowerment Psychology™, you'll learn how every negative emotion is guiding you to be your fullest expression of self, so you can lead yourself and others through a proven step-by-step process to deep, core transformation.

It's time for a new, life-affirming approach to negative emotion!

# What is Emotional Empowerment training?



The **IIEE Emotional Empowerment Curriculum** integrates the roots of psychology in an understandable and comprehensive manner that can easily and effectively be applied to address today's emotional challenges.

By combining new emotional insights, with the science of psychology, personal development, holistic approaches, coaching and leadership skills, centering practices, thought and behavioral advancement methodologies, and proven techniques, the IIEE provides unique training that is at the forefront of personal transformation and a new emotional paradigm.

## **The key components to EE training include:**

- An in-depth study on today's major emotional challenges including: Anxiety, Sadness, Anger, guilt and more.
- In depth training on the most common life struggles and their connection to emotion including: Finances, Relationships, Health/Weight and more.
- Full integration of Mind/Body/Spirit approach that creates connection to Thoughts/Emotions/Inspired Actions.
- Real-life case studies.
- Proven insights, connections and tools that create lasting transformation.
- Revolutionary step by step processes designed to help you teach others how to emotionally empower themselves.

# YOUR CURRICULUM

**EE Certification** provides a unique and informative curriculum for today's challenges. The training prepares you to guide others through an internal make-over that translates into outer success in all areas of their life. Some of the topics you'll be trained on are sadness, depression, anxiety, anger, guilt and shame from Emotional Empowerment. You'll also learn about:

Letting Go of Excuses, Blame, & Rationalizations

Self-Esteem and Confidence

Fullest Authentic Expression

Breaking Through Resistance

The Gift of Personal Triggers

Deepening Self-Trust

Facing Deepest Fears

Working with the Conscious & Subconscious Mind

Unraveling Limiting Beliefs

Living in Full Integrity

Integrating the Inner Child & Shadow

Boundaries and Vulnerability

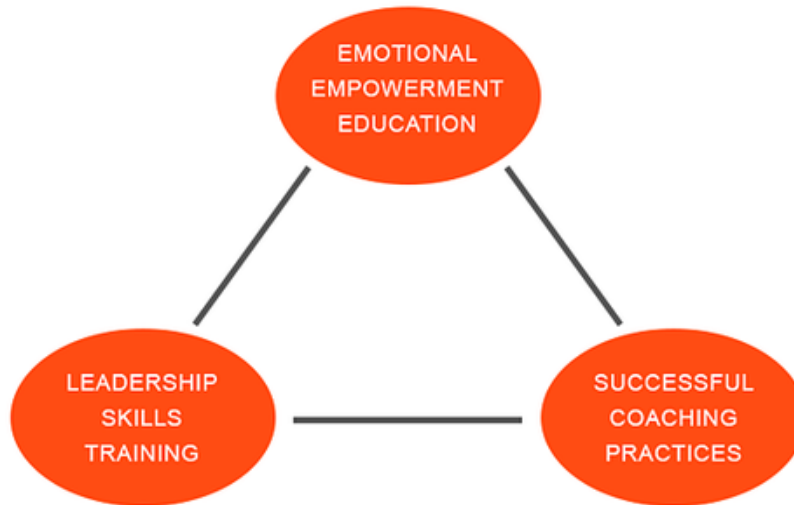
Conquering Money Fears

Confident Leadership

**Plus:** Emotional Integration into all aspects of life including: Health, Relationships, Finances, Pleasure, Home Environment, etc. Additionally, internal & External Components to Establish or Up-level Your Coaching Practice.

# OUR PHILOSOPHY

At IIEE, we don't just want you to become certified in Emotional Empowerment, we want you to become successful, as you provide others a new and empowered relationship with their emotions as well as all aspects of their life.



## **Emotional Empowerment Education**

Be a part of a larger mission to reduce the psychotropic drug use in the world by learning a one-of-a-kind curriculum that teaches how to grow and benefit from negative feelings.

## **Leadership Skills Training**

Learn the most effective tools in Empowered Mindset Development, the power of Consistent Inspired Action, and the ability to positively influence yourself and others.

## **Successful Coaching Practices**

Develop confidence as you become a stronger change agent for your clients by implementing: Step-by-Step Transformational Processes, Done-for-You Templates, Assignments & Signature System, and Honoring the Gift & Growth of Sales Blueprint.

# Could you be an Emotional Empowerment Coach?

Are you interested in psychology?

Are you passionate about emotional empowerment and well being?

Do you want to make a difference in the lives of others?



By joining the IIEE Certification Program, you'll find you're part of a bigger community of individuals who have a desire to create deep transformation with their own lives and within the lives of those they care about and/or serve. If you are a person who is attuned to others feelings, you can positively influence others to have a healthy relationship with all aspects of self, especially one's emotions. We believe this is a special gift to offer and we want to do all we can to support you to share your talents in the world!



# Our Inspiring Community

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Being involved in the Emotional Empowerment curriculum stimulates your own growth in exciting and beneficial ways. New insights continuously occur for professionals in both therapeutic and holistic practices because of the paradigm shift happening within our emotions, thoughts, and actions. As you grow, we want you to have personalized support to guide your own transformations to happen more swiftly and easily.

# Michelle's Story

Michelle Bersell, M.A., M.Ed. founded the International Institute for Emotional Empowerment in order to positively impact the way people relate to one of the most vital aspects of themselves, their emotions, by shifting their understanding from fear and disempowerment to love and empowerment.

Michelle started her career by studying traditional clinical psychology, but she went on to learn holistic and spiritual approaches to emotional well being. Although helpful and informative, Michelle still felt an integral aspect was missing to our understanding of emotional well being.



Through her own internal struggles and desire for more positive feeling out of life, Michelle learned that how we currently understand our negative feelings is unconsciously based on our ego and fears. She was guided to see that each of our negative feelings have specific, loving messages to ease our way. Rather than continue to perceive negative feelings and fears as stones on our path that we have to work to get rid of or navigate around, Michelle recognized they're there to support us. All we have to do is to learn to "read" these "emotional stones" from the empowered language of love rather than disempowering fear and these same negative feelings became navigational tools to support us on our path!

Michelle has coached others on emotional empowerment for common challenges such as anxiety, depression, anger and guilt, when other modalities did not work for them. She has also mentored experts, leaders, and coaches to integrate the missing element of empowered understanding of their emotion and, in doing so, amplified their impact in the world. Her work is transforming the way people think and feel about their emotional well being across the globe!

# OUR UNIQUE TRAINING PLATFORM

**The International Institute for Emotional Empowerment** is dedicated to providing you with one of a kind, in-depth teachings as well as a step by step proven process to enhance your success and confidence toward making deep and lasting transformations on an emotional level.

**Online Classroom:** Emotional Empowerment training is an online classroom that allows you to study and participate from anywhere in the world where you have access to a computer and the internet. our online classroom includes Audio Training, Video Training, Experiential Exercises, Practice Emotional Empowerment Skills with Real-Life Case Studies, as well as Accountability and Leadership Training, all uniquely developed to give you a comprehensive, proven-process to guide yourself and others through powerful transformation.



# OUR UNIQUE TRAINING PLATFORM

**Training from Leading Experts:** IIEE is the one place to learn the latest insights on emotional well-being from leading experts. Our Faculty and Guest Teachers will teach you how to be on the forefront in personal development and creating in-depth, lasting transformation.

**Personal Support:** The IIEE wants you to experience the joy and freedom available through learning emotional empowerment so you can give others the same. In order to support you through your journey, you will have individual sessions provided through our student advisors, who are former graduates of the training. Our student advisors are ready to guide you to claim more of the life you desire through supporting you to recognize the empowered guidance of your emotions. As you experience the shift in your life, you'll be able to support others to utilize their emotions for their benefit and growth.

**Signature System:** Having a Signature System allows you to follow a step by step process to take your clients through to establish emotional transformation, including session topics and assignments to keep their inner process in motion in-between sessions. As a certified Emotional Empowerment Coach, you'll feel confident when challenging emotions arise, to take others through a proven process that enriches their life by using the IIEE Signature System. Your license to the Signature System gives you the freedom to share your gifts while knowing there are protocols, tools, and assignments already designed to help you more deeply support others.

**Leadership Support:** Once you have the know-how to support others with emotional empowerment, you'll have a unique offering and advantage in the personal development industry to take people through a deeply personal and transformational process. Because we know outer success is an inside job, we give you the inside-edge of living as a leader while also giving you practical how-to's toward establishing or enhancing your coaching offerings.

# WHO TEACHES AT THE IIEE?

As an IIEE Coach student-in-training, you'll learn from our world-class Emotional Empowerment faculty, including leading authorities, such as:

**Michelle Bersell** M.A., M.Ed, the founder of the IIEE, a psychotherapist, life coach and best selling author. Michelle is known as a leading visionary in Emotional Empowerment and the author of F.E.E.L.: Turn Your Negative Feelings Into Your Greatest Allies and Emotional Abundance (award winning book).

**Bernie Siegel M.D.**, author, retired pediatrician and a health and wellness pioneer. In addition, Bernie is an internationally recognized expert in the field of cancer treatment and complementary, holistic medicine.

**Suzanne Monroe**, the founder of the International Association of Wellness Professionals and the author of The Get Real Plan Cookbook & Lifestyle Guide: 12 Weeks to a Healthier, Happier You.

**Dr. Margaret Paul** is a bestselling author, popular Huffington Post writer and co-creator of the powerful Inner Bonding® self-healing process, and the related SelfQuest® self-healing software program.

**Marci Shimoff** is a #1 New York Times best-selling author and world-renowned transformational teacher. Her books include the international bestsellers Love for No Reason and Happy for No Reason. She is also the co-author of the Chicken Soup for the Woman's Soul series.

**Kristine Carlson** is an inspirational keynote speaker, retreat leader, best selling author and Transformational Life Coach. Kristine wrote Don't Sweat the Small Stuff in Love, Don't Sweat the Small Stuff for Women and An Hour to Live, An Hour to Love.



# Meet Our Graduates

IIEE Graduates are up to amazing things in the world! With their education and training, our grads feel confident and go on to create successful businesses and careers. To hear from more IAWP Wellness Coach Graduates, visit [www.iiee.training/apply](http://www.iiee.training/apply).



**Debra Lynn Hanes, CPC:** Taking the Emotional Empowerment Training has been a game changer for me. Taking the classes through the IIEE website has been easy, with the ability to work through a lesson at my convenience. Going through the process, that I will also guide others through, has helped me remember and learn even more about myself, and my Higher Self. Though I have done many years of inner work, this process of Feel Every Emotion as Love, has brought me even more insight and clarity in how to stay in alignment with what my soul desires in this life. Learning the language of emotions, and how to experience all of them from an empowered perspective, has been enlightening. I know this process will continue to help me grow and expand my essence, making it more present in every aspect of my life. I also look forward to sharing this knowledge with my clients.



**Glenn Derby:** Emotional Empowerment Certification was exactly what I was looking for to define the kind of work I wanted to do to help others. Until I got into this training, it was difficult for me to define what it is that I wanted to do. The trainings are spot on to help me empower all types of people to reach the passion inside of them. I highly recommend this certification to anyone who truly wants to help others!!



**Nancy Ferre:** I can honestly say that since I've been working on the Emotional Empowerment Certification Training program, I am sincerely learning to LOVE myself and understand at a deep level why I am lovable. I've always "loved others/and the greater good but I've not been successful because I wasn't coming from "self love!" Now, I intend to utilize this training to enhance my biofeedback business with this powerful and transformational process, as an Emotional Empowerment Coach. I am so thrilled I invested in myself because in doing so, I can now be of greater service to others!

# CAREER OPPORTUNITIES IN COACHING

Coaching is one of the fastest growing careers. Emotional Empowerment Coaching provides a unique niche in which to serve people by supporting them to get to the root of their challenges that are caused by emotional imbalances. Our choices in life are based on our emotional state. Everything from what we choose to eat, wear, sleep, do, act, to our performance, communications, and relationships all depend on one thing – our emotional state. Our personal and business/financial success depends on **how we feel**.



# WHY EMOTIONAL EMPOWERMENT COACHING?

We all experience negative feelings such as shame, guilt, hatred, grief, fear and anger that can cause stress and depression because those feelings can hinder our happiness. Studies show that 73% of adults experience psychological (emotional) symptoms caused by stress and 9 percent of adult Americans have feelings of hopelessness, despondency, and/or guilt. As a result, over the past two decades, the use of antidepressants has skyrocketed. One in 10 Americans now takes an antidepressant medication; among women in their 40s and 50s, the figure is one in four.



Emotional Empowerment coaching teaches you that negative feelings exist to get your attention and actually enhance your life. Your negative feelings signal you when you're off course because you're unconsciously being run by your fears. When you learn how to take the fear out of your negative feelings, they actually provide support as you transform your life. Rather than continue to view negative feelings as stumbling stones to be kicked aside and navigated around, the shift is about learning to see them as bearing insightful messages direct from your inner wisdom to support your growth as a person.

This awakening in understanding your negative feelings and using them as tools to reclaim your internal power is essential to achieving true happiness and success in all areas of your life. As an empowerment coach, you can teach others to use their negative feelings as their greatest allies rather than still being caught up in fear.



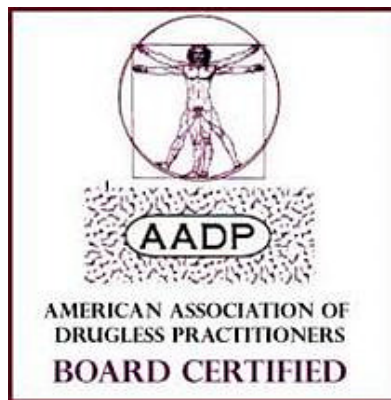
Are You Ready to Bring Emotional Empowerment Into Your Life and Help Others Evolve Their Relationship with Their Emotions?





# INTERNATIONAL INSTITUTE FOR EMOTIONAL EMPOWERMENT

AADP Accredited



International Institute of Emotional Empowerment is accredited by the American Association of Drugless Practitioners

# TURN YOUR PASSION

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## INTO HELPING OTHERS

Are you ready to love what you do every day? We invite you to become a part of a bigger movement of like-minded individuals who believe in a positive, life affirming approach to emotions and join the only program that teaches an empowered approach to negative feelings.

We hope you'll join our like minded community and be a part of our Emotional Empowerment Movement.

For more information on how to apply to become a certified Emotional Empowerment Coach, please contact us at [support@iiee.training](mailto:support@iiee.training).



The Emotional Empowerment Certification Training has been instrumental to significant growth and notable evolution in all areas of my life. I approach risk, challenge, opportunity, leadership, clients and success from a completely different perspectives today. The training provided tools to develop new means and new outcomes be it parenting, marriage, friends or professional situations. I find that I use the insights in every interaction. It becomes a part of you. The awakening and the tools allow me to live in greater alignment with my ideal. This training is invaluable to me." - **Darrell Fischer**, Sales and Management