New Zealand open course coaching and leadership programme for Māori, Pacific Island and Asian women

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What is Rise2025?

Rise is the coaching and leadership programme for indigenous women. **Rise2025** is the global movement to positively impact 100,000+ indigenous women and girls by 2025 through the Rise programme. We develop indigenous women globally through an applied learning pathway of international coaching best practice blended with indigenous values.

We believe that as leaders stepping into a new decade of globalisation, automation and super diverse nations we need to adopt coaching as a leadership style. **Rise2025** enables indigenous women to lead and coach their whānau (family), communities, corporations and nations into a self-determining future.

What is coaching?

**Rise2025** describes coaching as a conversation with a specific purpose or intention. It is an equal partnership that allows a process of self-discovery and exploration led by the coachee and facilitated by the coach.

**Rise2025** believes in coaching the whole person where we develop life-long coaching skills that are applicable in all areas of work, life and business. As coaches our intention is to expand and stretch the awareness, emotional and cultural intelligence, creativity and resourcefulness of the coachee through 1-2-1 or group coaching.

**ICF (International Coach Federation)**

**ICF Rise2025** have aligned their coaching framework and pathway to the ICF certification and credentialing process.

International Coach Federation (ICF) is the leading global organisation dedicated to advancing the coaching profession by setting high standards, providing independent certification and building a worldwide network of trained coaching professionals.

ICF offers the only globally recognised, independent credentialing program for coach practitioners. **ICF Credentials** are awarded to professional coaches who have met stringent education and experience requirements and have demonstrated a thorough understanding of the coaching competencies that set the standard in the profession. Achieving credentials through ICF signifies a coach’s commitment to integrity, understanding and mastery of coaching skills, and dedication to clients.
Who should do the course?

In Aotearoa, New Zealand we are open to applications from women who identify as Māori, Pacific Island or Asian. Rise2025 has identified there is a gap in the market for women of minority and indigenous ethnicities as credentialed coaches and as women in leadership in general.

By 2038, according to New Zealand Statistics, all three ethnicities will make up the majority of the population of Aotearoa. Millennial women through to women in their 50’s have been part of the Rise2025 journey.

If you are ready to take 100% responsibility for your life, career or business using coaching techniques as a leadership style then we would love to meet you.

How will I benefit from an ICF qualification?

ICF provides Rise2025 with a best practice coaching competency framework. There are eleven competencies in total and in partnership with Empower World we weave international competency framework with an indigenous values-based framework. This is what makes Rise2025 unique.

Indigenous cultural values are at the core of the learning and experience. ICF have a wealth of coaching research, a global network of 25,000+ members and a professional development pathway to ensure credentialed coaches continue to master their coaching skills. ICF has an ethics based approach to coaching alongside robust processes that protect both client and coach. Read more HERE.

The benefits of coaching

- Optimises individual/team work performance.
- Enables professional career and leadership progression.
- Increases self-awareness, self-confidence and self-value.
- Embeds coaching as a leadership and communication style.
- Provides technical coaching skills alongside Emotional and Cultural intelligence.
- Redefines goals, strengths and values.
- Supports transition from employee to self-employed.
- Supports mindset mastery in alignment with values, goals and future vision.

“I’m incredibly grateful for the opportunity to have experienced such a unique indigenous-focused training programme that is to the highest international standards, affording all participants the credentials to make real change in their local communities that can stretch throughout the world.”

Christine Williams
Ngāti Toa, Kāti Māmoe, Waitaha

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Coaching has transformed my personal and professional life. Partnering with Rise2025 to bring a coaching culture to our organisation and the women we serve, wāhine Māori in business, is a transformational journey.  

Ka mau te wehi te kaupapa o ngā Wāhine Māori me ngā Wāhine iwi whenua o Te Ao.  

Teresa Tepania-Ashton  
Ngapuhi, Ngāti Kahu ki Whaingaroa  
CEO Māori Womens Development Inc.

Rise2025 vision
Indigenous women leading world transformation one coaching conversation at a time

Vision Statements

**Rise2025** is a year strategic vision which transcends cultures, countries and continents.

We facilitate a values-based coaching foundation which embeds universal indigenous practices at the core of an internationally recognised coaching framework.

We access new and traditional learning platforms for indigenous women and girls to learn, lead and coach families, communities and nations to thrive in all areas of society.

We behave, engage and evolve as collective leaders of thriving social enterprises and socially responsible communities, corporations and nations which will sustain us.

Our values are our compass to achieving our **Rise2025** vision to positively impact the lives, careers and communities of 100,000 indigenous women by 2025.

Mission

Elevating, educating and enabling indigenous women to lead in every part of society.

UN Goals

We align to the UN’s Global Goals 4, 5 and 8:

**Global Goal 4**
Quality education

**Global Goal 5**
Gender equality

**Global Goal 8**
Decent work and economic growth

Impact

We coach and develop indigenous women to an international standard to further serve their communities, corporations and nations.

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Values-based coaching

As kaitiaki we create a safe and trusting environment of emotional, spiritual and physical well-being for ourselves and for the communities we serve.
Founded in 1995, the International Coach Federation (ICF) is the leading global organisation dedicated to advancing the coaching profession by setting high standards, providing independent certification, and building a worldwide network of credentialed coaches.

ICF seeks to advance the art, science and practice of professional coaching.

ICF is the governing body who set the competency framework, standards, code of ethics and continued professional development pathway for RISE to follow.

They empower us as members and certified coaches to create ICF approved programmes around the world based on their requirements.

Rise2025 have partnered with Empower World to co-facilitate our global coaching and leadership programme for indigenous women.

ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

ICF Credentialing as at April 2017
There are currently 20,734* coaches in 120 countries who hold one of three ICF Credentials.

12,678 Associate Certified Coaches (ACC)
7,307 Professional Certified Coaches (PCC)
749 Master Certified Coaches (MCC)

*This number is subject to change frequently.
Rise2025 pathway to ICF Associate Certified Coach (ACC)

Start

- Journaling: Setting the coaching foundation
- Triad coaching: Co-creating the relationship
- Self-assessment: Communicating effectively
- Peer coaching: Facilitating and learning results
- PLUS 7 hours online group mentor coaching
- PLUS 3 hours one-to-one mentor coaching
- ICF Certification
- PLUS 100 hours coaching
- ICF Credential

TOTAL 200+ hours

Private Online Platform

Online Q+A

Minimum timeframe: 6 months
Realistic timeframe to achieve ACC credential: 12 months
Maximum timeframe: 18 months

18 months
12 months
6 months
9 days over 3 months
3 days each month
6 months
30 days
3 days each month

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Month One
Days 1 to 3
Reflect to move forward

1. Discuss and synthesise Whanaungatanga (connectivity), Manaakitanga (respect/care) and Kotahitanga (unity/collective) in relation to personal aspirations.
2. Articulate and clearly explain the definition and benefits/challenges of coaching in relation to mentoring, therapy, counseling and consulting.
3. Evaluate and discuss commonalities and differences between western and indigenous coaching models.
4. Understand and synthesise the ICF core competencies (1, 3, 8 and 11) in relation to whānau, indigenous and cultural coaching protocols.
5. Practice and demonstrate learning through applied coaching sessions in triad coaching assimilation.
6. Be a coach in training, supported by RISE facilitators, peer coaching and private virtual online communication.
7. Assignments will be communicated at the end of each day forming part of the final submission criteria to meet all RISE / Empower World / ICF programme criteria.

Month Two
Days 4 to 6
Shine from the inside out

1. Evaluate and discuss Wairuatanga (spirituality/mindfulness) in relation to mind, body and soul connectivity.
2. Observe and experience core human modalities as a coach including communication styles, courageous conversations and limiting beliefs.
3. Identify criteria and purpose for coaching agreements as best practice and the impact relating to Ahurutanga (creating a safe space).
4. Understand and synthesise the ICF core competencies (2, 4, 5, 6, and 8) in relation to teams, communities or business.
5. Observe and synthesise learning through applied coaching practice sessions in triad coaching assimilation.
6. Be actively engaging as a coach within your extended community and networks, supported by RISE facilitators, peer coaching and private virtual online communication.
7. Assignments will be communicated at the end of each day forming part of the final submission criteria to meet all RISE / Empower World / ICF programme criteria.

Month Three
Days 7 to 9
Rise and define your destiny

1. Critically evaluate and identify defining moments in relation to you as a coach.
2. Identify and discuss the concept of personal and cultural values in relation to coaching and Oritetanga (diversity and equality).
3. Develop, define and acknowledge personal goals, purpose, values using all forms of modality.
4. Understand and synthesise the ICF core competencies (7, 8, 9 and 10) in relation to teams, communities or business.
5. Observe and synthesise learning through applied coaching practice sessions in triad coaching assimilation.
6. Actively engage as a coach, exploring coaching business niche markets, business development and marketing opportunities.
7. Be supported by RISE facilitators, peer coaching and private virtual online communication.
8. Assignments will be communicated at the end of each day forming part of the final submission criteria to meet all RISE / Empower World / ICF programme criteria.

Programme outcomes

Mehemea ka moemoeā āhau, ko āhau anake. Mehemea ka moemoeā tātou, ka taea e tātou.

If I dream, I dream alone.
If we dream, we shall achieve.

– Te Puea Herangi, Waikato-Tainui

Christina Leef
Te Rarawa, Ngāti Manawa, Kuki Airani
Rise Ambassador
Rise2025 coaching tools/frameworks

- Effective communication skills to enhance professional performance
- Processes and tools to enhance effective teamwork
- Tools to overcome potential conflict, solve challenges and create new opportunities
- Skills to inspire others to become more effective in their roles, both individually and as a team
- Supporting outcomes which serve individuals, families, organisations, communities and nations
- Supporting personal vision, values, strengths and goals in line with commercial outcomes
- Coaching skills to support personal transformation at a deeper level
- Systems of accountability and responsibility as part of the change process

Success isn’t about the amount of money you make, it’s about the difference you make in people’s lives.

Michelle Obama
Hear from Rise2025 Coaches

Rise2025 has challenged me to reassess my outlook on life. I feel more capable of managing situations and I am utilising my new skills to tautoko wāhine Māori in my community.

I’m incredibly grateful to have experienced such a unique indigenous-focused training programme that allows participants to make real change in their local communities and the world.

Being part of Rise2025 has provided me with the skills, tools and capabilities necessary to help support and strengthen wāhine to be more awesome within their whānau, their business and community.

CLICK HERE to learn more about Hinepreneur business coaching
It is a real privilege to partner with Rise2025 leadership programme to support indigenous women create an empowering and fulfilling way of life through coaching. The love, power, connection and joy created in the programme is truly inspiring.
Jeanine Bailey – Director

Kanuu and Rise2025 collective vision is to support Indigenous communities including First Nations, Metis and Inuit across Canada to create social enterprise business models alongside indigenous-to-indigenous professional coaching. This is a first in Canada and we look forward to this global collaboration.
Danielle Levine – Founder & CEO

Unitec are delighted to be a venue partner for Rise2025 as it aligns with our community commitment and belief in employment-focused training.
Josie Keelan – Dean Teaching and Learning Matauranga Māori

We are proud to partner with Rise2025 by providing a cultural home and foundation that empowers indigenous women.
Jarcinda Stowers-Ama – Centre Director

Soul Organics feel very privileged to be part of the global Rise2025 movement. With mutually strong ethics and philosophy for health and wellbeing this is an empowering partnership.
Tammie Wharton – Co-Founder
Who we are

Rachel Petero
Ngāti Tamaoho, Ngāti Whawhakia, Ngāti Te Ata, Ngāti Tahinga

Jeanine Bailey
Co-founder Empower World, ICF PCC Coach Trainer & Coach Mentor

With both feet firmly rooted in her rich Māori Waikato-Tainui culture Rachel remains business focused as an indigenous woman, a reputable social impact entrepreneur, motivational speaker, advisor on global talent and executive coach to leaders of corporates, communities and boards.

Rachel’s international career spans 15 years and 3 continents. She is the Founder of Rise2025 coaching and leadership programme, Women Leading Change Qatar, RP Enterprise and Investment Group Ltd and a board member of ethical organisations impacting social change.

Jeanine Bailey is a certified executive, life coach and trainer specialising in training participants to become coaches as an ICF-approved coach trainer and mentor. She supports individuals, organisations and teams to empower them to create the positive change and success they seek. A consummate professional, Jeanine has a deep appreciation for all cultures and is a trusted partner of RP Enterprise Group Limited.

Jeanine has over 20 years experience working between Qatar, UK and Australia with numerous high-profile international corporations.

O le ala I le pule, O le tautua.
The pathway to leadership is through service
– Samoan proverb
The Rise2025 brand story

The logo depicts a stylised bird in flight, representing the transformational journey undertaken by the Rise participants. The pale blue speaks of lofty spiritual realms, while the earthy red keeps the bird firmly grounded in its indigenous roots. We recognise the importance of knowing who we are as indigenous women in order to be able to reach the greatest heights.

The wording Rise2025 relates to our vision, which is to positively impact the lives, careers and communities of 100,000 indigenous women by the year 2025.

We have chosen to incorporate the Māori translation of Rise2025 as we are passionate about te reo Māori (the Māori language), and wish to promote its use throughout the world.

The Māori Koru spiral design is inspired by the New Zealand fern frond unfurling as it grows. It represents peace, tranquility, personal growth, positive change and awakening. By combining the two colours of the logo it depicts a global approach to indigenous and international practices uniting towards a supportive empowering environment for indigenous women and the communities they serve.

The Rise2025 branding was designed by D1 Creative, a boutique all-women design agency in Auckland, New Zealand.

Rise2025 has been an exciting project for us to work on. Rachel’s energy and enthusiasm for the advancement of indigenous women is fantastic and we fully support her cause.

Brenda Lawrence-Mason – Director, D1 Creative
d1creative.co.nz

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