

ON BECOMING A 360 COACH



Carmen Milagro - Principal (25+ years)

- ❑ CLCI Master Certified Professional Coach (Life, CBD & Wellness)
- ❑ Behavioral, Resilience, Public Speaking Coach
- ❑ Confidence Strategist & Personal Branding Coach
- ❑ Host Wellness 360 with Carmen Milagro on expandiTV
- ❑ 38+ years Hospitality, Entertainment & Business Development Consultant
- ❑ EdTech Investor & Deals Architect
- ❑ 25+ years Instructor & Corporate Training
- ❑ Culinary Education Curriculum Development
- ❑ Certified CBD Consultant
- ❑ Director at Grupo EducatHion - USA
- ❑ Director Health & Wellness PNW for HLX+
- ❑ Mentor for Disenfranchised Youth
- ❑ Bay Area Community Leader
- ❑ Entrepren-Artist / Author / Founder at DIVINA, Inc.



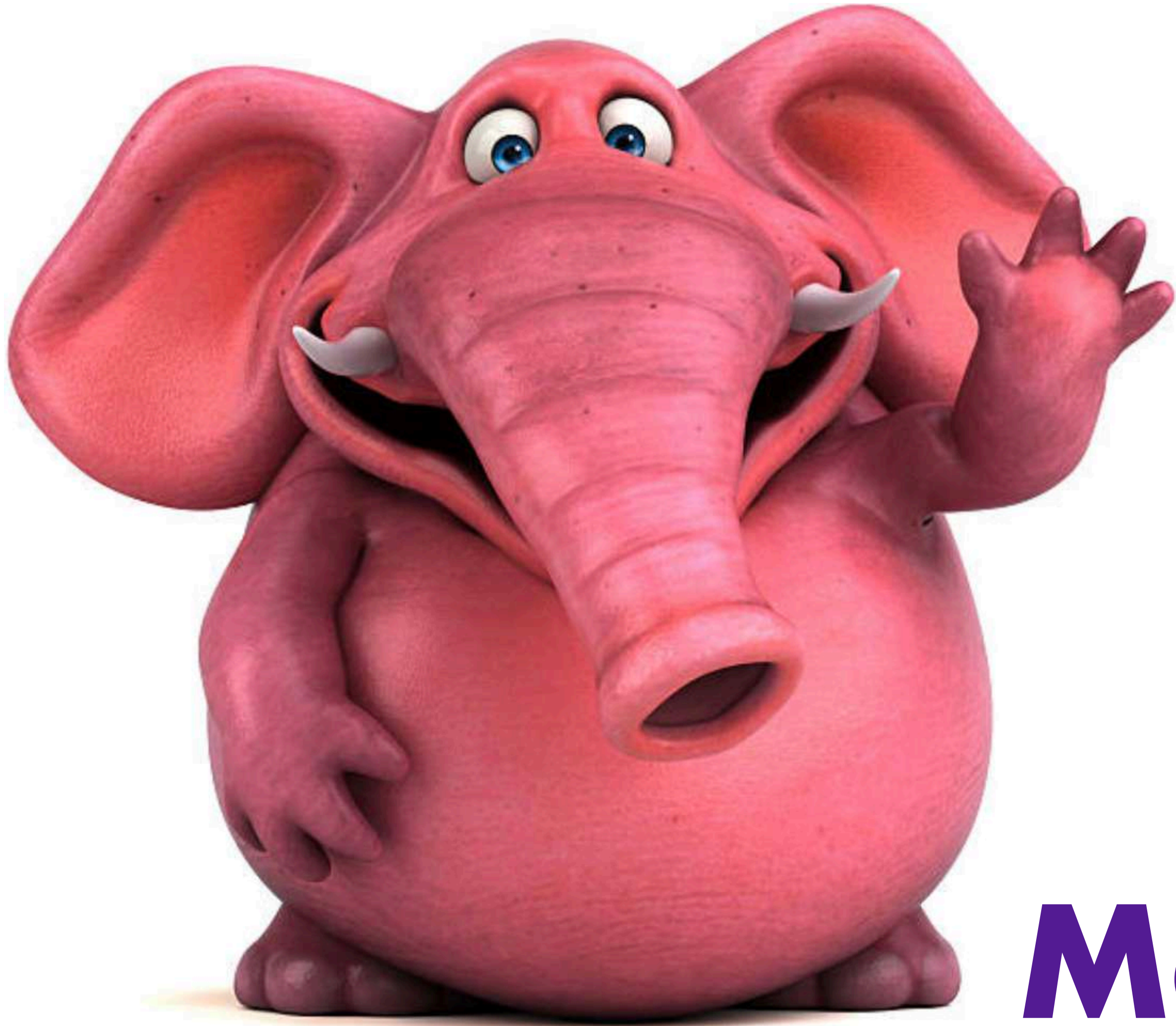
360 Coaching



vs.



COACHING



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Meet Junior...

#1 WHO ARE YOU?

- I see myself as _____
- I am known for _____ and _____
- I am motivated by _____
- I believe in _____
- I am driven to _____ because it brings me joy!

#2 WHO INSPIRES YOU?

- I admire _____
- I respect them because _____
- I would like to learn _____ from _____
- I believe they _____
- I am inspired by _____ because _____
- I would like to follow in _____ footsteps

#3 WHAT ARE YOUR ROOTS?

- My family comes from _____
- I was born _____
- I am proud to be _____
- What I love the most about my heritage is _____
- What my family has taught me is _____

#4 HOW WOULD YOU CHANGE THE WORLD?

- I would create positive change by _____
- I would help others _____
- My “why” is _____
- I believe this would _____
- This is important to me because _____

MY PASSION IS...

How does the world gift you?

- I am known for _____
- I admire _____ because _____
- I would like to learn _____
- I was born to _____
- _____ brings me the greatest joy and I cannot live without this element in my life

MY PURPOSE IS...

How do you gift the world?

- Because I see myself as _____
- I am inspired to _____
- My family has taught me _____
- I would make the world a better place by _____
- This is important to me because _____
- I do this _____ because _____

5 Second Personal Brand Pitch

- HELLO MY NAME IS _____
- I AM A (AN) _____
- MY PASSION IS _____
- MY PURPOSE IS _____

Hello I'm Carmen Milagro
I'm a Coach & Entrepren-Artist.
My **PASSION** is music.
My **PURPOSE** is to help others.



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FUTURE OF COACHING

- ❑ Coaching skills developed in the service transition into a coaching career (YES!)
- ❑ There's NEVER been a more exciting time to utilize edTech, Livestream and AI technologies
- ❑ expandiTV en Español - meet clients where they live, shop, learn and consume information (on-demand streaming)
- ❑ 1st time in history **ACADEMICS & COACHING** are combined with gaming and entertainment thereby creating a paradigm shift into **EDU-TAINMENT**
- ❑ **500,000 BIPOC coaches needed now**
- ❑ **GO COACH NOW** - a coaches' certification prep program





61%

61% of Hispanics say that streaming is their primary destination for TV viewing.



22%

Hispanics spend 22% less time with live and time-shifted TV content than the general population.



48.9%

Hispanics spend 48.9% of their TV time with streaming content.



expandi TV

Gen Z ~ The Streaming Generation



High Engagement with Streaming

76% of Gen Z are deeply engaged with connected TV streaming services.

(Source: Media Kix)



Essential Daily Activity

61% consider streaming services an indispensable part of their daily routine. (Source: Business Insider)



Preferred Digital Activity
Streaming is the chosen activity over gaming, messaging and web browsing among Gen Z.

(Source: Media Kix)



Emerging Shopping Trend

There's a growing interest in integrating shopping experiences with streaming platforms among this generation.

(Source: Media Kix)

FUTURE OF COACHING EDUTAINMENT

FORBES - \$374B Market Demand For Self-Growth

SHIFT - 80% Use Digital Coaching For Training

SOCIAL MEDIA TODAY - Coaching Videos 2x More Views & Shares

CAMBRIDGE - 95% Higher Retention vs. Reading Coaching Articles

WISTIA - 20+ Minute Average Coaching Video View Rate

COMPASSIONATE COACHING

16 Coaches Found Key Areas that C-Suite Executives Need To Improve

Becoming A Compassionate Leader

Cultivating Genuine Confidence

Pairing Resilience With Authenticity

Fostering Empathy & Emotional Intelligence

10/31/23 FORBES

ACTIVE LISTENING

INTUITIVE

OPEN-ENDED QUESTIONS

PASSION

CURIOUS

NAVIGATE CHALLENGES

PURPOSE

ACCEPT OR REJECT

NO ASSUMPTIONS

ALLEVIATE UNREST

DECIPHER

GO COACH NOW

EMPATHY

360 COACHING

NO JUDGEMENT

OFFER A DIFFERENT PERSPECTIVE

CERTIFIED COACH

\$374BILLION INDUSTRY

KNOW THYSELF

RESOLVE UNSETTLED ISSUES

COMPASSIONATE COACHING

SEEKING

NO EGO

POWER OF WORDS

GENTLY HOLD CLIENTS ACCOUNTABLE

LIVE YOUR CLIENT'S REALITY

THANK YOU...STAY IN TOUCH!





Carmen Milagro

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Talks about #edtech, #health, #coaching, #wellness, and #education

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www.wellnessbydivina.com

-  DIVINA SKINCARE & BOTANICALS
-  San Francisco State University