



APEIRON
ACADEMY

Epigenetic Human Potential Coaching Certification



Apeiron Epigenetic Human Potential Coaching Certification Course

We educate and train Epigenetic Human Potential Coaches in genomic precision wellness and human potential optimization. Epigenetic Human Potential Coaching is the catalyst to consciously create a life lived limitlessly.

Precision health and wellness is a rapidly growing niche market and is predicted to become an \$88 Billion market by 2022. Our coaches are positioned at the forefront of this new and exciting shift in the health paradigm. Epigenetic Human Potential Coaches facilitate epigenetic enhancement in seven (7) foundational aspects; sleep, stress, nutrition, human movement/exercise, hormones, environment, and brain/mind. The Apeiron Epigenetic Human Potential Coaching Certification course combines leading edge coaching techniques and approaches informed by high level organizations including: military and law enforcement operations and sports peak performance coaching.

The Apeiron Epigenetic Human Potential Coaching Certification is a four (4) month program, including three (3) days on-site and fifteen (15) weeks web-based learning program that provides epigenetic human potential professional coaching expertise and pragmatic skills that consciously accelerate the coaches own development as well as those they partner with as a coach. Our highly successful coaching programs are interactive, informative and packed with experiential-based learning processes that take a deep dive into the transformative world of precision human potential. Being a successful human potential coach takes more than knowledge; it requires intuitive intelligence to find the center point from which inspiration and motivation are easily accessed to produce fundamental changes which maximize performance and create lifelong change. Our process teaches you to access this center point and live a life that is limitless. When you can access this state you can also guide your clients to that center point where change is rapid and long term.

This training is the culmination of many years of successful evidence-based human potential coaching experience and incorporates three (3) core areas of focus in the training:



The Science

Genetics, genomics, epigenetics, nutrigenetics, nutrigenomics, etc. is a brand new field for the clinician and coach. Dr. Dan Stickler has spent nearly 10,000 hours studying the field and has become a nationally recognized physician leader in the subject. He has organized this information to be accessible, intuitive, and practical, and has applied this knowledge in his medical practice to achieve optimal outcomes for his clients.



The Art

Having the knowledge is only a piece of the alchemy of human potential coaching success. Our coaches influence and work coherently with clients to contribute successfully to each client's growth and performance. To do this, our coaches learn how to tune into their inner signals and understand how their emotions, thoughts, feelings and beliefs affect them and impact optimal potential for themselves and their clients. They also learn to recognize what it feels like to be in the client's perception and to recognize their own inner processes in each interaction with their clients. The mind is constantly influencing itself and it's the client's ability to stay in awareness of this process that will make the difference between moderate and limitless success.



The Business

You can have the most amazing program in existence and be a top intuitive coach but without conscious business planning and solid execution of that strategy, you may end up being the best coach that no one knows about. We assist coaches in becoming the sought after professionals and key opinion leaders in the field.

The Coaching Certification is an intensive, fast-paced training that will significantly elevate your level of knowledge and expertise. Most of the training is web-based and self-paced. It is important to maintain consistent effort throughout the learning process. Participants will practice with sample clients and have many role playing activities throughout the training. In addition, on-going accountability and knowledge assessments will be administered. After completion of the training, certification will require successful passing scores on both the knowledge test as well as three (3) client presentations. Once coaches become certified, they will be added to the Apeiron Coaching Academy website.

Foundational Program Features:

- **Introduction to Genomics**
- **Genomic Interpretation**
- **Science of Epigenetics**
- **Epigenetic Lifestyle Modifications**
- **Human Potential Epigenetic Coaching**
- **Business Development for Epigenetic Coaching**

The Apeiron Academy Epigenetic Human Potential Coaching Certification is a highly intensive 15 week training that includes nearly 120 hours of material. We decided to make this a fast track to certification because we understand the desire of our coaches is to get out there and build their practice.

Many similarly in-depth certifications are designed to require 12-24 months to complete the 120 hours to certification. We listened to our past students when they voiced a desire to dive in and learn the material that they can use to change the lives of their clients and build their practices.



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Program Overview

- Preparation material – videos, PDF documents (20 hours)
- On-site Training – 3 days (24 hours)
- Web-based Modules – 15 weeks (approximately 60 hours)
- Video Conference Q&A – 12 sessions (15 hours)
- Certification: Written and Oral Challenge
- Ongoing Support
- Private Forum
- Master Coach Access
- Live Coaching Support
- Genetic Template Updates
- Continuing Education Opportunities
- Business & Marketing Development



Dr. Dan teaching at the 5-Day Genomic Intensive in Costa Rica

Step 1: On-site Training

Three, 8-hour days (24 hours total)
on-site at Apeiron Center

Day 1

The Science

Introduction to Genomics & Epigenetics
Seven pillars of health (biospherical approach)
Genomic Templates
Using the Translation Guide
Interpretation of Client Reports



Day 2

Effective Coaching

Epigenetics of Conscious Awareness
Creating Perceptual Agility
Cultivating Inspiration and Motivation
Generating Relational Coherence
Mastering the Message
Biospherical Systems Approach



Day 3

Business Development

Apeiron Partnership Benefits
Apeiron Coaches Website, linked to Apeiron website
Opportunities to Contribute to Apeiron Community
Marketing Resources, Expand Client Base
Online Course Schedule & Review



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Step 2: Online Modules and Q&A

Module 1: Sleep

Sleep is an aspect of health that many find more of an inconvenience than something that can be used to strategically create greater potential. Ideal sleep practices are essential to achieve maximum positive impact and induce desirable epigenetic changes. Optimal sleep generates enhanced cognitive capacity & function, greater physical performance, reduced stress, and improved longevity.

- Sleep Basics
- Sleep Genomics
- Sleep Epigenetics
- Sleep Technology
- Sleep Coaching
- Sleep Q&A

Module 2: Stress

Healthy stress responses are highly beneficial while unhealthy stress reactions can severely diminish health profiles and limit the achievement of optimal living. An optimized stress response provides the capacity to remain sharp, clear, and focused during events that might normally take you off center.

- Stress Basics
- Stress Genomics
- Stress Epigenetics
- Sleep Technology
- Stress Coaching
- Stress Q&A

Step 2: Online Modules and Q&A

Module 3: Nutrition

Nutrition requirements are unique to each individual's genetic code and there is no "one size fits all" diet for everyone. Successful nutrition optimization takes into account several health biomarkers including the client's personal genetic code in order to identify the most effective nutrition plan for clients to thrive and achieve goals.

- Nutrition Basics
 - Nutrigenetics
 - Nutrition Genomics
- Nutrition Epigenetics
- Nutrition Coaching
- Nutrition Frequency and Energetics
- Nutrition Q&A

Module 3.1: Supplementation

Supplementation, based on lifestyle review and genomic analysis, is essential for optimal health due to the decline in the nutrient value of our food supply. Accessing each individual's unique genetic blueprint facilitates the proper programming of evidence based, personalized supplementation recommendations. This precise ability removes the guesswork often found in anecdotal coaching experience and population based recommendations.

- Supplementation Genomics
- Supplementation Epigenetics
- Developing a Direct Supplementation Plan
- Supplementation Coaching
- Supplementation Q&A

Step 2: Online Modules and Q&A

Module 4: Hormones

Hormones are vitally essential to youthful longevity and when in optimal balance, create a beautiful symphony that produces youthful vitality and a zest for life. A basic understanding of the genomics of the hormonal system is essential for working with non-medical ways to optimize levels.

- Hormones Basics
- Hormones Genomics
- Hormones Epigenetics
- Hormones Coaching
- Hormones Q&A

Module 5: Athletic Optimization

Human movement goes well beyond exercise. Exercise is something we do several hours a week and human movement is something we participate in throughout our day. At Apeiron, we work with many top athletes to provide guidance that allows them to optimize performance. Optimizing human movement generates an outstanding physiologic and cognitive response.

- Movement & Exercise Basics
- Movement & Exercise Genomics
- Movement & Exercise Epigenetics
- Athletic Peak Performance Coaching
- Movement & Exercise Q&A

Step 2: Online Modules and Q&A

Module 6: Total Environmental Health

Our environment is the largest determinant of health. We do not live in a vacuum, and modern life exposes us to environmental hazards and toxins that decrease the opportunity to achieve optimal health. It is important to analyze the environment where you live, work, and play to recognize environmental triggers and re-align/leverage these triggers in a productive way to decrease harmful exposures and improve health.

- Total Environmental Health Basics
- Detoxification & Methylation Genomics
- Detoxification & Methylation Epigenetics
- Environmental Assessment and Optimization
- Detoxification & Methylation Coaching
- Detoxification & Methylation Q&A

Module 7: Brain/Neurotransmitters

Neurotransmitter optimization is a major influence in mastering youthful longevity and living a life of purpose. Evaluation of genomic status provides a powerful beginning to develop protocols to epigenetically modify the expressions of many genetic variations in order to create an optimized life outlook.

- Brain/Neurotransmitter Basics
- Brain/Neurotransmitter Genomics
- Brain/Neurotransmitter Epigenetics
- Brain/Neurotransmitter Coaching
- Brain/Neurotransmitter Q&A

Step 2: Online Modules and Q&A

Module 7.1: Mind

The brain is our most important asset yet it can also be a formidable adversary. We have an amazing, generally untapped, ability to take charge of cognitive function and bring the subconscious programs that lead to automatic, non-life enhancing reactions into clear perception. We provide tools to enhance current cognitive function to unlock limitless possibilities.

- Thought-Outcome Connection
- Biology of Emotions
- Motivation Spectrum & Leveraging Triggers
- Perception & Intuition
- Verbal & Nonverbal Communication
- Activating Habits and Controlling the Autopilot Switch

Module 8: Youthful Longevity

Youthful longevity is a reality that is here now. Many genetic SNP's (single nucleotide polymorphism) have been identified which impact and modify the aging process. It is no longer necessary to transition broken, addled and diminished in capacity. Apeiron Center collaborates with the top researchers in the field of age reversal and maintains up to date, leading edge protocols.

- Longevity Basics
- Longevity Genomics
- Longevity Epigenetics
- Lifestyle Genomics for Youthful Aging
- Youthful Longevity Coaching
- Longevity Q&A

Step 2: Online Modules and Q&A

Module 9: Foundations of Coaching

Epigenetic Human Potential Coaches are highly specialized in interpreting the individual blueprint of human life, our genetic code. The perspective of epigenetic human potential coaching focuses on accessing our limitless nature through the optimization of our epigenetic potential.

- Epigenetic Coaching Process
- Intuitive, Emotional, Social and Environmental Intelligence
- Duality and Polarity Spectrum
- Creating a Window for Flourishing/Knowing the Limitless State
- Meta Skills
- Frequency Ranges: Consciousness Scales & Zone of Proximal Frequency

Module 10: Generating Relational Coherence

Relational coherence is the art and skill of engaging fully with another person without fear or judgment. Within relational coherence we receive a mirror into the self as well as windows to explore and expand our perceptual fields. The skills and knowledge of relational coherence allows coaches to behave as facilitators for their clients' actualization (as well as their own) rather than rescuers.

- Fundamentals of Cultivating Relationship
- Connecting with Clarity
- Maintaining Neutrality
- Intelligence of Intuition
- Outcomes Based Coaching
- Shifting Consciousness through Tools and Resources

Step 2: Online Modules and Q&A

Module 11: Limitless Communication

Understanding the science of communication allows us to become masterful at adjusting and leveraging verbal and non-verbal cues to engage, connect, and enhance another's ability to receive information, maintain motivation and ignite new patterns. This conversational agility is necessary to engage and guide others towards their new elevated way of being and obtain the lasting change they seek.

- Mastering Verbal and NonVerbal Communication
- Biochemistry of Body Language
- Science of Signals and Verbal Communication
- Intuitively Deciphering Signals
- Frequency Matching Through Verbal and NonVerbal Communication
- Precision of Language

Module 12: Facilitating Conscious Creation

Conscious creation is a continuous process that flows from the individual out to the collective and back inward to the individual. This constant movement is necessary and valuable. We can leverage this flow to optimize our human potential while simultaneously enhancing the collective.

- Epigenetics of Conscious Intention
- Human Centered Design Thinking
- Promoting Individual and Collective Responsibility
- Stabilizing Center Point
- Developing Fluidity and Integration
- Leveraging Entry Points to the Limitless State

Step 2: Online Modules and Q&A

Business Module

Understanding how your knowledge of conscious business principles and content areas affects your practice is essential to driving demand for your services, establishing your unique market branding and growing your business.

- Building Key Opinion Leader (KOL) Status
- Local Marketing and Driving Demand
- Building for Growth - The Fundamentals
- Residual Income Opportunities
- Online Resources



“I just spent a week with Dr. Dan Stickler studying genomics (genetics) at the Apeiron Academy one week intensive training. It is amazing the amount of information that Dr. Stickler knows in this arena and this is where the ball is rolling. Dr. Stickler is one of the most knowledgeable and open giving people I have ever worked with and would highly recommend to take the dive into genomics with his training.”

- Dr. Jay Davidson

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Step 3: Assessment & Certification

Certification Process

Certification as an Epigenetic Human Potential Coach rests on a central focus of basic competence and a firm grounding in epigenetic science.

- Actual Client Evaluations and Reviews x 5
- Knowledge Testing
- Apeiron Certified Epigenetic Coaching Certification

Benefits to being a certified coach:

- Recognition as a certified human potential epigenetic coach
- Listing on the Apeiron Center website the industry leader in genomic based wellness,
- Access to advanced training resources
- Access to current and newly developed genomic templates
- Membership in our private Facebook page for sharing and collaboration

Partnering with Apeiron

Benefits provided to certified coach partners:

- International/National Branding and Marketing
- Local Business Development and Key Opinion Leadership Support
- Marketing Materials
- Use of Apeiron online supplement store, providing ability to generate additional revenue
- Access to physician-grade, branded supplements
- Access to Apeiron Genomic Templates, only available to Apeiron-trained coaches
- Professional Support for Client Guidance
- Client Retention with continuous upgrades for your existing clients

Our Team



Daniel Stickler, MD
Chief Science Officer
Apeiron Center



Mickra Hamilton, AuD
Chief Executive Officer
Apeiron Center



Sarah Snyder
Lead Epigenetic Coach
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Terrence Clark, MS
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