



A NOTE FROM THE FOUNDERS



Over the past decade, we have worked with thousands of students around the world to develop a coaching methodology that helps high-functioning individuals with big dreams reach their full potential.

We developed CreativeMind as a labor of love. The love of psychology and deeper spiritual understanding of the human experience brought us together and we joined forces to share this process with others through our Certification training programs.

People are craving a deeper understanding of themselves and a more direct spiritual experience in their lives. Carl Jung created a map of the psyche (soul) that we can follow and the wisdom of Eastern Spirituality gives us the higher knowledge that complements Jung's work.

Our mission is to provide life coach training that is beyond just simple motivation and action steps but to bring a deeper, spiritual experience of one's true nature. After all, life coaching should be about life, not just on the surface persona but the whole person — conscious and unconscious. The process of personal transformation should be creative and inspiring instead of constantly trying to fix yourself. If you are looking for something different, then you are in the right place.

We invite you to explore this opportunity to deepen your own self-knowledge and discover new layers of your unlived self. The process will help you bring light to your true personality so you can share your gifts with others and make a real difference in others' lives.

This is the journey you were meant to be on. Let's begin it together.

Debra Berndt Maldonado & Dr. Rob Maldonado

big + Robert

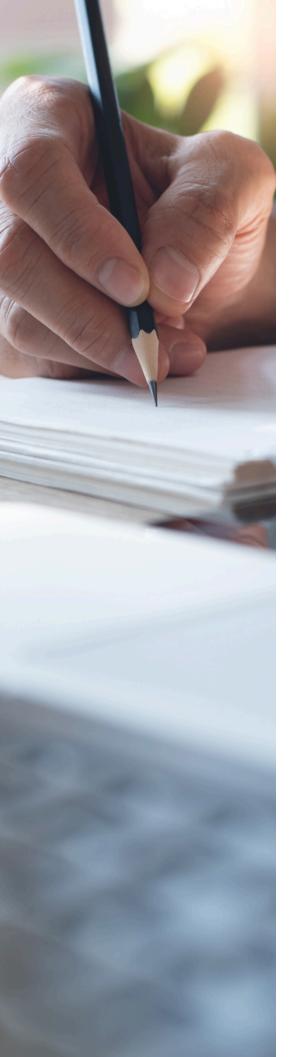
FOUNDERS OF CREATIVEMIND

MALDONADO METHODTM

Get ready to transform lives and unleash your true potential with Jungian Life Coach Training. This comprehensive yearlong program will certify you as a Jungian Life Coach while providing you with the strategic guidance and support needed to establish a thriving coaching business, or integrate coaching into your current role.

This program is tailored for individuals who aspire to make a profound impact in people's lives and are ready to take the next step towards fulfilling their purpose. The Maldonado Method is a powerful blend of Jungian Psychology, Eastern Spirituality and Social Neuroscience developed by the Founders Debra & Dr. Rob Maldonado, we offer an immersive experience that includes shadow work, visualization, meditation, dream interpretation and emotional wisdom.

At CreativeMind, we believe that you were born to fulfill a greater purpose and we provide you with the tools to access your inner wisdom, let go of past limitations and create a life you love. Don't wait any longer to pursue your dreams and start transforming lives - enroll today.



PROGRAM HIGHLIGHTS

Now enrolling for May, 2025. Receive your coach certification and master your skills through supported practice and deeper learning.

Continue your personal transformation with private coaching, and build your business with hands-on strategy in this comprehensive year-long program.

Months of Training, Practice & Support for Skills Mastery, Growth & Business Building

Private Coaching Sessions for Personal Transformation

3-5 Hours Commitment Per Week

Percent Remote Learning

Live Group Calls for Labs & Learning Over 12 Months

Hours of Direct Coaching Practicum

International Coach Federation (ICF)
Accredited CCE Hours

Lifetime Support Through An Engaged
Graduate Community

\$18,000

Program Tuition (USD)

Payment plans available

A DEEPER APPROACH

Carl Jung, a Swiss psychologist, proposed deeper concepts around the development of personality, the existence of archetypes and the collective unconscious. Jungian Life Coaching is designed to assist individuals through what Jung called *Individuation*, the process of becoming a self-actualized human being.

There is no greater honor than guiding a client in removing the barriers of past conditioning and attaining free will in their life. Jungian Life Coaches go deeper through use of:



EMOTIONAL WISDOM

Instead of backing away from emotional triggers, we lean towards them. Empowering our clients to find the key within the emotion to unlock their conditioning.



SHADOW INTEGRATION

Instead of polishing the persona, we integrate the shadow. Allowing the client to break free from self-imposed, unconscious limitations.



DREAMS & SYMBOLS

Instead of disregarding dreams and symbols, we record and reflect on them. Opening the client's eyes to the true nature of reality and consciousness.

Jungian Life Coach Training delivers a full system with a vast set of coaching tools to transform people's lives; resulting in more fulfilling relationships, exciting career opportunities and a deeper understanding of our own unlimited potential.



6 PILLARS FOR COACHING SUCCESS

Core Elements That Deliver Our Comprehensive Program for Optimal Personal & Professional Transformation



POWERFUL COACHINGLearn to coach for life-changing results with

the CreativeMind Process



SKILL MASTERYMaster coaching skills through practice and deeper learning



Experience personal transformation with a full year of private coaching



EXPERT BUSINESS STRATEGYLaunch and grow your coaching business with expert strategy and guidance



SUCCESS MINDSETCultivate a success mindset to unlock unlimited potential in business and beyond



ONGOING SUPPORT

Receive ongoing support in an elevated online
24-7 community

A YEAR-LONG PROGRAM TO LIVE YOUR PURPOSE

COACHING IMMERSION

PHASE 1

In the first training phase, you will learn the ground-breaking coaching method and techniques to create lasting change for yourself and others as a Jungian Coach. You will also begin to create your coaching business to bring your work to the world.

During this phase, you will:

- Learn the CreativeMind Process a powerful depth coaching system based in Jungian Psychology, Eastern Wisdom and Neuroscience
- Build a strong foundation of coaching skills
- Experience profound personal transformation
- Earn 105 International Coach Federation (ICF) Accredited CCE Hours
- Define the impact you want to make in the world, and lay the groundwork for your coaching business to reach those goals

INTEGRATION & MASTERY

PHASE 2

In the second training phase, you will accelerate your journey to coaching success through continued personal transformation, skill mastery and business building. Integrate what you've learned into your life and career with the support of an elevated community.

During this phase, you will:

- Keep the momentum for maximum personal transformation
- Build confidence as a coach through practice, learning and skill mastery
- Grow your coaching business to reach your financial goals while enacting your purpose
- Cultivate a success mindset to unlock unlimited potential in business & beyond
- Earn 50 hours of client coaching experience for your ICF coaching credential
- Become a Certified Jungian Life Coach

PHASE 1

COACHING IMMERSION

LEARNING MATERIALS

COACH TRAINING MODULES

30-60 MINUTE VIDEOS, 2X MONTHLY

12 Modules of Pre-recorded sessions and exercises with Dr. Rob and Debra.

COACHING TOOLKIT

DIGITAL & PRINTED MATERIALS

Materials for coaching success! Includes scripts, worksheets, and exercises.



LIVE CALLS

Weekly Tuesdays at 10 AM PT/1 PM ET

APPLIED COACHING CALLS

60 MINUTES, 2X MONTHLY

Join CreativeMind Founders or Lead Instructor for deeper learning and demos in these interactive live group sessions.

BUSINESS MASTERY WORKSHOPS

60 MINUTES, 3 TOTAL

Laser coaching and guidance to launch your coaching business. Business building guides and video learning modules included.

COACHING LABS & BREAKOUTS

90 MINUTES, 2X MONTHLY

Interactive live group sessions with Q&A, and direct skills coaching in small group breakouts with a Master Coach.

PRIVATE COACHING

60 MINUTES, 1X MONTHLY

Private coaching with your dedicated Master Coach for personal growth.

COACHING ASSESSMENTS

2 60 MIN CALLS

Students get a coaching skills review on a live call with their dedicated Master Coach.

ADDED PROGRAM BENEFITS

24/7 STUDENT FORUM

UNLIMITED ACCESS

Our private platform where you can connect, share, collaborate and get support.

PEER COACHING PRACTICUM

60 MINUTES, WEEKLY

Hands-on practice to refine coaching skills.

COACH TRAINING MODULES

You receive lifetime access to these modules after you graduate.

O1 INTRO TO CREATIVEMIND

Overview of theory including Jungian Psychology, Eastern Spirituality and Social Neuroscience.

7 FAMILY & CULTURAL SHADOW

How shadow elements from family and culture can influence for generations. Learn how to help clients express their true nature.

O2 PERSONA & SHADOW

Understand ego, conditioning and how the shadow unconsciously influences a client's results. Learn the Lucid Shadow Process for coaches.

08 THE PRIMARY ARCHETYPES

Understand the Anima and Animus. Learn how to use them for a deeper connection to spirit and improved relationships.

O3 PERSONA TYPES

Learn to help clients identify their habitual patterns and work with the shadow side of the four main archetypes.

O9 VISUALIZATION & ACTIVE IMAGINATION

How to structure visualizations to make deep, effective change and guide clients to uncover hidden aspects of themselves.

04 EMOTIONAL WISDOM

Explore the shadow through the power of emotions. Learn Emotional Power Integration to free clients from conditioned responses.

10 MINDSET FOR CREATING

Understand the social and emotional neuroscience of change, and how to help a client create a vision for themselves and their life.

WORKING WITH RESISTENCE

Discover the common cognitive distortions that drive your clients' perceptions and learn how to reveal unconscious barriers.

JUNGIAN DREAM INTERPRETATION

An introduction to basic Jungian Dream Interpretation by learning the dream structure, symbols, and archetypes

O6 SPIRITUAL FOUNDATION OF CREATIVEMIND

Intro to Eastern Spirituality and three levels of awareness. Guide clients to experience symbols in dreams and waking life.

12 THE SAGE ARCHETYPE AS A LIFE COACH

How to put the whole system together and gain the confidence to be a successful coach.

PHASE 2

COACHING INTEGRATION

WEEKLY LIVE CALLS

In Phase 2, you have live calls every week on Tuesdays at 8AM PT / 11AM ET. Topics will rotate for personal and professional growth. Replays are available.

APPLIED COACHING CALLS

60 MINUTES. 2X MONTHLY

Join Robert or Debra for group calls to explore deeper concepts of Individuation, archetypal psychology, dreams & more through Phase 2 Core Modules.

BUSINESS STRATEGY WORKSHOPS

60 MINUTES, 1X MONTHLY

Fill your coaching practice with paying clients through business strategy on these group calls.

MASTERMIND LABS

90 MINUTES, 1X MONTHLY

Work with a Master Coach in small group labs for skill development, personal growth & collaboration. Get breakthroughs & gain momentum as you build your practice.

PRIVATE COACHING

60 MIN 1X MONTHLY

Private coaching sessions with a dedicated Master Coach for your personal Individuation journey. Receive customized support to reach your goals.

LIVE COACHING ASSESSMENTS

ONE 60 MIN CALL

This is your third chance to submit your coaching recording for review and receive live feedback from your dedicated Master Coach.

ADDED PROGRAM BENEFITS

24/7 STUDENT FORUM

UNLIMITED ACCESS

Our private platform where you can connect, share, collaborate and get support.

PEER COACHING PRACTICUM

60 MINUTES, WEEKLY

Hands-on practice to refine coaching skills.

LEARNING & BUSINESS LIBRARIES

6-MONTH ACCESS

In addition to the ongoing forum and peer practicum, in Phase 2 you will also have access to library of recordings, covering topics like advanced business strategy, personal development & coaching techniques. This library is available while you are an active student.

PHASE 2 CORE LEARNING MODULES

These pre-recorded modules help deepen your knowledge of Jungian Coaching. You will receive lifetime access to these recordings after you graduate.

O1 CREATING YOUR VISION
Setting new goals and using the method to help clients create their vision with non-attachment.

02 WORKING WITH THE MOTHER COMPLEX

Understanding psychological complexes as you work with clients beyond shadow work. Focusing here on the Mother Complex.

WORKING WITH THE FATHER COMPLEX

Understanding psychological complexes as you work with clients beyond shadow work. Focusing here on the Father Complex.

O4 ADVANCED ANIMUS WORK

Explore deeper dimensions of working with the Animus (masculine energies of the psyche)

O5 ADVANCED ANIMA WORK

Explore deeper dimensions of working with the Anima (feminine energies of the psyche)

O6 ARCHETYPES & ADVANCED DREAM INTERPRETATION

Contine your dream interpretation learning in this advanced module beyond shadow work.





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ONGOING EDUCATION

CERTIFIED JUNGIAN
LIFE COACH

You will receive the tools to start working with clients in an empowering way to help them reach their goals, as well as be personally mentored through your own Individuation process. The emphasis is on the psychology of coaching, creating your own effective guided visualizations and the power of the unconscious mind. Learn concepts in Jungian Theory, including ego/persona, shadow work, archetypes and the collective unconscious.

CERTIFIED MASTER
JUNGIAN LIFE COACH

Receive advanced training to continue to deepen your work in the CreativeMind Process. Training includes advanced visualization techniques, working with light and dark aspects of the archetypes, advanced dream interpretation and working with the collective unconscious. Gain a comprehensive understanding of Jungian concepts to reach even deeper levels of personal development.

SPIRITUAL TEACHER TRAINING

Private Mentorship and Group Calls with Dr. Rob Maldonado on Spiritual Principles in Eastern Philosophy, Meditation, Mind-Body and Consciousness studies.

12-month program includes a 4-Day Spiritual Retreat

SPECIALTY TRAININGS

Also available short-term specialty trainings for graduates in areas of relationships, success, mind-body and more.

MEET THE FOUNDERS

and creators of the Maldonado Method™



DEBRA BERNDT MALDONADO

Debra Berndt-Maldonado is the CEO of Creative Mind Media, LLC, Co-Founder of CreativeMind and Managing Director of the International Jungian Coaching Association.

She is the author of LIKE A SPARK FROM FIRE (2022) and the bestselling book, LET LOVE IN (Wiley 2010). Debra has been featured by ABC News, ABC Radio Network, FOX News, NBC News, WB2, Cosmopolitan, Natural Health, Huffington Post, YourTango, Publisher's Weekly, Complete Woman, Playboy Radio, Inc.com and more.

Her passion is to inspire people to do what they love, help others, and become entrepreneurs as life coaches, authors, and trainers.



DR. ROB MALDONADO

Robert Maldonado is the President of CreativeMind. He has had a life-long interest in Jungian Psychology, including the study of dreams, mythology, and comparative religion. Robert's academic training includes neuropsychology, neurodevelopment, social neuroscience, and multicultural psychology.

He earned his PhD in Counseling Psychology from the University of Wisconsin and an M.A. in Clinical Psychology from the University of Texas.

His clinical experience includes working with individuals, groups, couples, and families and has worked extensively with children and adults with neurodevelopmental and neurodegenerative disorders.



ACCREDITATION & SUPPORT

ICF ACCREDITED PROGRAM

Jungian Life Coach Training is accredited by the International Coach Federation (ICF). ICF is considered the gold standard in coaching and accreditation is issued only for those programs teaching to the highest standard. Graduates receive 105 Continuing Coach Education hours (CCEs) that can be used toward ICF Credentials or renewal.



INCLUDED GRADUATE COMMUNITY LIFETIME MEMBERSHIP

Our community of coaches is focused on personal growth and empowerment to make a difference in the world. Jungian Life Coaching graduates receive a lifetime membership to this exclusive online community with special bonuses.

- A Supportive Community of Like-Minded Peers
- Coach Directory Listing
- Monthly Calls
- Quarterly Intensives with Program Founders

STUDENT TESTIMONIALS



My journey has taken me through four comprehensive coach training programs, each one bringing me closer to the coach I aspired to be. Yet, despite the valuable insights I gained, something was always missing.

It wasn't until I enrolled in Creative Mind's Jungian Life Coach Training that I discovered what that was. The missing pieces were profound: true transformation on a soul and spiritual level, for myself and thus for my clients, and Creative Mind's unshakable belief in our ability as coaches to build a successful coaching business and to thrive. I'm so filled with gratitude to have finally found what had been missing: the depth of true inner transformation and a holistic approach to coaching that integrates the psyche and spirit, with just the right dose of neuroscience."

-Melanie Bates



The CreativeMind Method has enabled me to overcome self-imposed limitations, uncovering areas of my psyche I previously didn't recognize, and leading me to discover my authentic self.

-Francisco Mazza



I was delighted with this program. Familiar with Jungian terms and thinking, I entered the program looking forward to gaining practical experiences and connecting with people at a soulful level. I was not disappointed. Additionally, Rob and Debra did an excellent job discussing unclear concepts, thus making Jung accessible to all. The business part of the course was very well done, with exceptional oversight and honest feedback.

-Mark Grandstaff, PhD.



"I have found my path to that deeper part of myself and my true Self through the CreativeMind Coaching program."

-Cindy Schmidt

STUDENT TESTIMONIALS



I went from being withdrawn and afraid to be seen, to taking action and putting myself out there with confidence. I learned that I am not broken and I don't need to be fixed, and am now empowered to move forward to fully embody my wholeness.

-Natalie Mal



I have been able to confront so many hurdles and challenges in my life in a much more liberating way, knowing that I don't have to fix anyone or anything, but rather let situations mirror to me the opportunity of continuing this profound inner work.

-Lexa Hillyer



I've been working with Debi & Dr. Rob for the past 4 years and I started because I had one problem to solve - but then I became "hooked" on the intrigue of the work itself and Eastern Philosophy was a big part of the draw, along with Jungian Psychology. I feel secure in the principles no matter what the situation, whether its love, family, friendships, career, or otherwise. And... have become a Certified Jungian Spiritual Life Coach just because I love it so very much! I established my passion project business, Newborn Evolution – as Leadership Transformation Coach & Journalist, in addition to my high pressure corporate career. Everyday is a beautiful new adventure!

-Joanne Newborn



I was already coaching, but I found Jungian Coaching useful because it helped me streamline my methods and tools and armed me with the science behind how it all worked. It made for even greater confidence which translated to confident selling and more clients.

-Jennifer Duclair

next steps



DISCOVER YOUR PURPOSE AS A LIFE COACH

We are now enrolling for our next Jungian Life Coach Training cohort. Schedule your free 15-minute call with Admissions for your chance to speak with an Enrollment Coach and discover if this remarkable training is the right fit for you.

SCHEDULE YOUR CALL WITH ADMISSIONS