



# TBEAR COACHING MODEL

Unlocking Personal and Professional Growth



# TBEAR Coaching Model™ Program Overview

In today's fast-moving, high-pressure world, the need for emotionally intelligent leadership has never been greater. But sustainable growth—whether personal, professional, or organizational—doesn't happen by pushing harder. It happens when we pause, reflect, and engage with what truly matters.

Built on the foundation of a structured coaching process and enriched by a metaphorical system of five Bear Archetypes, TBEAR Coaching Model™ is more than a coaching model. It's a transformational framework designed to meet people where they are and guide them toward where they're meant to go—with clarity, courage, and inner alignment.

Each offering in the TBEAR Coaching Model™ ecosystem—whether it's a one-on-one coaching session, a team development workshop, or a cultural transformation engagement—supports deep reflection and real action. The five-step coaching process (Topic–Behavior–Engage–Action–Review) provides practical structure, while the Bear Archetypes offer symbolic access to inner strengths like Leadership & Strength, Balance & Harmony, Resilience & Adaptability, Introspection & Grounding, and Vision & Transformation.

From high school students exploring their future paths, to seasoned executives navigating complex change, to organizations unraveling hidden dynamics in their culture, the TBEAR Coaching Model™ equips people and systems to thrive—not just perform.



# TBEAR Coaching Model™ Certification

The TBEAR Coaching Model™ is a powerful, multi-dimensional approach to coaching and leadership development. It blends a structured, five-step coaching conversation framework with a metaphor-rich system of Bear Archetypes—each symbolizing a core leadership energy.

Whether you're working with individuals, teams, or entire organizations, The model provides a grounded, emotionally intelligent, and adaptable path from insight to aligned action.

**Best for:** Coaches, educators, internal facilitators, and leadership development professionals.



# 1-on-1 Coaching: Personal Leadership Sessions

The **One-on-One Coaching model** built around the TBEAR Coaching Model™ offers a personalized coaching experience that is structured, emotionally intelligent, and deeply transformational.

At its core, this approach balances practical structure with archetypal insight—guiding clients not only to make better decisions, but to understand the inner dynamics driving those decisions.



**Best for:** Individuals in transition, emerging leaders, and executives seeking clarity and direction.

# LEADERSHIP

## The Luminary Leadership Journey



The Luminary Leadership Journey is a transformational coaching experience for emerging and established leaders who want to lead from the inside out. It integrates emotional intelligence, metaphor, and self-leadership with the archetypal wisdom of the five Bear energies from the TBEAR Coaching Model™.

This is not about becoming someone else. It's about returning to who you truly are—and leading from that place of strength, clarity, and purpose.

**Best for:** New and emerging leaders, high-potential talent, or leaders stepping into expanded roles.



# TBEAR Coaching Model for Teams

The TBEAR Coaching Model™ for Teams is a transformative group coaching framework that supports teams in deepening trust, surfacing truth, and creating meaningful progress—together.

Where traditional team building scratches the surface, this program dives beneath it. This model invites teams to reflect, engage in honest dialogue, and co-create sustainable change by blending structured conversation with metaphor, emotional intelligence, and collective wisdom.

## Deepening Trust

Building psychological safety and authentic connections

## Honest Dialogue

Creating space for meaningful team conversations

## Sustainable Change

Co-creating lasting transformation through collective wisdom

**Best for:** Leadership teams, new teams, cross-functional groups, or teams in transition.

# Luminary Bear Program

The Luminary Bear Program is a reflective, emotionally intelligent coaching experience designed for youth on the brink of transition—whether graduating high school, starting post-secondary, entering the workforce, or simply figuring out who they want to be next.

This isn't a program about giving answers. It's about helping participants discover their own.

Through metaphor, journaling, coaching tools, and guided peer reflection, participants learn to navigate change with courage, clarity, and purpose—using the five inner strengths symbolized by the Bear Archetypes.

**Best for:** High school students preparing to graduate, young adults transitioning to post-secondary or work like, Youth mentorship or career readiness programs



# The Bear Whisperer Workshop Series

The **Bear Whisperer Program** is a powerful, story-driven coaching and personal development experience designed to help emerging leaders and young adults discover the strengths already within them.

This isn't about imposing leadership skills from the outside in. It's about drawing forward what already lives inside—through five transformational Bear Archetypes that represent your inner leadership energies.

**Best for:** Youth programs, leadership retreats, school workshops, or personal growth cohorts.





# Culture Whisperer Program

The Culture Whisperer Program equips leaders, coaches, and change agents to identify, interpret, and influence the unseen dynamics that shape team and organizational culture. While most culture efforts focus on values posters, surveys, or surface-level engagement, Culture Whisperers go deeper. They read the room—and the system.

This program develops the rare skillset of leaders who know how to listen beneath the noise, name what others avoid, and reshape environments from the inside out.



**Best for:**  
Organizational leaders, HR professionals, school administrators, and internal coaches.

# **The TBEAR Coaching Model**

## **Transformational Ecosystem**

Together, these seven programs form more than a suite of services. They create a Transformational Ecosystem: a fully integrated pathway that meets individuals, teams, and organizations exactly where they are and supports their evolution from the inside out.

Each program stands strong on its own, but when offered collectively, they weave a coherent and deeply resonant experience—from introspection and self-awareness to team alignment, cultural insight, and visionary leadership.





# The TBEAR Coaching Model Philosophy

This ecosystem is how change becomes sustainable—and how leadership becomes lived.

The TBEAR Coaching Model™ is built on the fundamental belief that true transformation comes from within. Rather than imposing external frameworks, these programs help individuals, teams, and organizations access the wisdom and strength they already possess.

By blending structured coaching conversations with rich metaphor and emotional intelligence, the TBEAR Coaching Model approach creates a unique pathway to authentic leadership and meaningful change that resonates on a deeper level than traditional development programs.



Terry Curry is a seasoned executive, coach, and leadership development strategist with over 40 years of experience guiding individuals, teams, and organizations through growth and transformation. As the creator of the **TBEAR Coaching Model™**, Terry brings a rare combination of financial acumen, operational expertise, and deep emotional intelligence to his work.

Most notably, Terry served as **Vice President of Talent Development at FYidoctors**, where he was a founding leader and spent over 23 years building the internal coaching culture, leading business operations, and launching the company's Online University. His impact extended across executive coaching, leadership pipeline development, HR strategy, and the operational growth of multiple healthcare locations.

A **Certified Executive Coach (Royal Roads, 2016)** and advanced facilitator of **The Heart of Coaching**, Terry holds multiple certifications in leadership, engagement, and emotional intelligence training. His approach blends strategic clarity with archetypal coaching insight, helping leaders not just perform better—but become more grounded, resilient, and purpose-driven.

Through the TBEAR Coaching Model™, Terry has developed a **Transformational Ecosystem**—a suite of coaching and leadership development programs that help people and teams access their inner strengths, navigate change, and lead with authenticity. His work speaks to emerging leaders, seasoned executives, student changemakers, and cultural influencers alike.