



# BDMM<sup>®</sup> Coach Certification – Level One

Programme Guide



# **“Unlock the Stories behind Behaviours”**

*Dr Saba Hasanie*



## Welcome to BDMM© Coach Certification – Level One

*I have been working in the field of human behaviour change for over 25 years. While the research and knowledge base in this field has advanced dramatically in this time, one area that continues to be under explored is how we link the exploration of a leader's past to their current behavioural tendencies and how we can leverage that knowledge to empower them for future growth. Hidden in the wisdom of the past are the non-conscious drivers of behaviour and the source of all meaning making. By unlocking this meaning making, we can help clients sustainably transform.*

*The BDMM© Coach Certification – Level One is the first empirically-based coaching programme of its kind. This approach has been validated through academic research and is the first coaching programme that links the knowledge of developmental psychology, psychotherapy and applied neuroscience into one programme. Derived from empirical research and applied practitioner experience from hundreds of thousands of hours of coaching, this programme uses a proprietary framework called the BDMM© Framework to do deep work with clients utilising their experiences from childhood.*

*The programme has been carefully designed to offer practical components with frameworks and methodologies to give you the confidence to start exploring the past with your clients in a constructive and ethical way. Beyond this, the real richness of this programme lies in the individual and group supervision sessions (optional) where you can safely apply the learnings from the self-paced learning modules to explore both your own past and get supervision on your client work. BDMM© Coach Certification – Level One has been reviewed and accredited by ICF, which is a testament to the richness and quality of the learnings and journey.*

*I believe that the coaching industry is shifting dramatically in the nature and type of work we do – demanding more knowledge, integration, and breadth of wisdom from its practitioners.*

*I wholeheartedly believe this programme will offer you something never experienced before to help transform the way you look at your own past and help clients to uncover new meaning within themselves.*



Dr Saba Hasanie  
Founder and Partner

## BDMM© Coach Certification – Level One

BDMM© Coach Certification – Level One explores the non-conscious patterns of behaviours that can often inhibit development and growth. Derived from empirical research and applied practitioner experience from thousands of hours of coaching, the programme uses a proprietary framework called Biographical Dimensions of Meaning Making (BDMM)© Framework to do deep identity work.

Help your clients create deeper self-awareness, connection to key identity drivers, and a more comprehensive view of their lives. This programme is the first of its kind globally to provide an empirical framework to explore a client’s past. This programme provides:

1. The first coaching-centric and interdisciplinary framework to biographical exploration that explores both conscious and non-conscious drivers to behaviours.
2. Exploration of a client’s meaning making drivers through a structured interview process using BDMM©.
3. Extension of the exploration of the non-conscious in coaching by working with clients at the intersection of the past, present, and future.



This programme utilises applied neuroscience, developmental psychology, and coaching psychology theories to create techniques that allow you better connect, understand, and transform your clients.

### After completing the programme, you will be able to:

-  Understand how early childhood impacts leadership tendencies.
-  Recognise key developmental markers in a client’s life that drive identity, relationship capacity and behavioural tendencies.
-  Invite a deeper form of discovery that enables clients to be aware, empowered and exercise agency by the narratives of the past.
-  Explore the intersection of the past, present and future to help your clients gain confidence and strength during times of complexity and ambiguity.
-  Leverage a wide variety of tools and techniques to support your clients through deeply transformational work.

## Programme Outline

BDMM© Coach Certification - Level One is a self-paced online journey that helps coaches understand the biographical roots of behaviour and identity.

Through immersive learning and guided reflection, you will learn to work with the non-conscious patterns that shape your clients' choices and challenges. Optional supervision sessions support your continued growth as a practitioner.

Self-paced Learning Modules

Supervision Sessions *(Optional)*

Certification with ICF-CCE credits

### Recommended Pre-requisites

This programme offers an opportunity to learn from leaders in the coaching industry, and the content and frameworks discussed require a moderate level of coaching experience. It is recommended coaches have at least 200 hours coaching experience, and previously attended coaching supervision.

### Self-paced Learning Modules

Modules will be self-paced and done virtually. Each module will build on the theory and framework of BDMM© and give coaches the confidence to deploy a wide range of tools to support deeply transformational work.

### Supervision Sessions *(Optional)*

As part of the BDMM© journey, coaches may choose to deepen their learning through optional group or individual supervision sessions. These sessions provide guided reflection, shared learning with peers, and personalised support to help explore the richness of the BDMM© framework. Whether in a collaborative group setting or a one-to-one session with a registered coach supervisor, supervision creates opportunities for greater clarity, strengthened practice, and a deeper understanding of the narratives that shape coaching conversations.

### Certification

Successful completion of the virtual experiential programme will result in being a BDMM© Certified Coach, that will enable deeply transformational and powerful coaching.

BDMM© Coach Certification – Level One is accredited by the International Coach Federation Continuing Coach Education (CCE).





*“Any developmental shift, from transformational to incremental behavioural change, requires an exploration of the individual and their key mindsets, behaviours and assumptions that may inhibit or accelerate their development.”*

*Dr Saba Hasanie*

## About Dr Saba Hasanie

Dr Saba has over two decades of experience focusing on talent development across North America, the UK and Asia. Saba is currently the Managing Director and Senior Partner of OSC Leadership Development, a global coaching organisation that offers high-value coaching and leadership development programmes with an Associate network of over 100 coaches and facilitators.

Saba’s focus is on executive coaching and the development and delivery of leadership programmes. She utilises a blended approach of psychodynamics and applied neuroscience that connects our understanding of the brain with psychological theory of behaviour change. As a contributor to the theory and practice of coaching psychology, Saba is passionate about advancing how organisations support their leaders.

Saba has over 5,000 hours of coaching, is a certified Coaching Supervisor (CSA), Master Certified Coach by the International Coaching Federation (ICF), a certified Neuro-behavioural modelling specialist, and holds over 20 certificates and diplomas in coaching and psychology. A committed lifelong learner, Saba has also contributed to the global field of coaching and coaching psychology through her Doctoral studies and has developed her own proprietary assessment which explores the relationship between the psychodynamic self and leadership behaviours.

Saba is committed to advancing the knowledge and practise of coaching by contributing to various books, academic journals and speaking events in Singapore and around the world.

## About OSC Leadership Development

Trusted by individuals and organisations since 2010, OSC Leadership Development is a leading coaching and leadership development firm, working with clients to build effective, flourishing and high performing organisations. Our purpose is to bring a developmental approach to organisations that engages leaders to be seen, more purposeful, integrated and impactful in their work, life and communities. In service of this purpose, we invest heavily in both our clients and the coaches who deliver this meaningful work.

OSC's approach to development sits at the intersection of psychology, applied neuroscience and leading practice in executive development. Focused on sustainable and transformative behaviour change, our coaching and programme design incorporates science-based approaches built on empirical research and applied practitioner theory, applied learning in engaging and provocative activities, time to introspect through reflective learning, and ongoing experimentation beyond the programme.

Given our success working with Fortune 50 companies, government agencies and locally grown high growth businesses, we have adapted our approach into a learning system for coaches.

Our graduates have described the programme as 'holistically structured'; 'more than I ever expected'; 'immediately applicable'; 'instrumental in my own development'; 'gave me the breakthroughs I never knew I wanted'; 'engaging and inspiring'; and 'a truly enriching experience'.

*“Our purpose is to bring a developmental approach to organisations, that engages leaders to be **seen**, more **purposeful**, **integrated** and **impactful** in their work, life and communities.”*

*OSC Leadership Development*

## Indicate Your Interest

BDMM© Coach Certification – Level One is designed for:

- Senior coaches / HR practitioners / Commercial Leaders looking to advance their coaching skills.
- Building a toolkit to adopt more psychodynamic approaches for use in sustainable behaviour change.
- Understanding how to ethically work with the non-conscious in a coaching context.

Therefore, it is a recommended pre-requisite that participants have completed at least 200 hours of coaching and have previous experience with supervision.

[Register Now](#)

Click **Register Now** to indicate your interest for the course or visit [www.globalosc.com](http://www.globalosc.com) for more information.

*'This programme was more than I expected! The learning sessions were very insightful and rich in knowledge and practical applications. The real case studies showed us how powerful this methodology can be. What really changed the way I coach was the 1:1 supervising sessions that I had with Saba. They not only helped me get clear about my own development, I was also able to level up on how to approach my clients using the methodology she developed. My clients sensed the difference and for a few, they got the breakthroughs they wanted, which could only be attributed to the knowledge and techniques I learnt from this Programme'*

*- Sam (Executive Coach) – Singapore*

*'I found this course valuable from both a content and process perspective. The content includes a holistic structure which a coach or supervisor can use to help clients explore contexts, emotions, identities, relationships, and the past and present in order to gain and leverage valuable self-knowledge. And process? Saba's warm and appreciative personal style, and deep curiosity, fostered both our learning and our enjoyment throughout the course.'*

*- Jeff (Executive Coach & Coaching Supervisor) – China*

*'I am a leadership coach based in Australia and I recently completed Saba's Origins course. Saba is an extremely engaging and inspiring presenter and I found the Origins model very useful to add to my coaching strategies. A highlight of the programme for me was the opportunity to be Supervised by Saba. It was wonderful to be 'on the other side of the desk' and a truly enriching experience.'*

*- Russell (Leadership Coach) – Australia*

*'The Origins course made me more sensitive and aware of the nuances of the meaning-making process in the coaching context. It helped me recognize and embrace the importance of one's past as an integral part of adult growth and development. By learning new coaching tools and techniques, working alongside other experienced coaches, and during 1:1 supervision with Dr Saba Hasanie, I have learnt that being curious about our own and our clients' past, often serves as 'hyperlink' to deeper, more meaningful, and memorable moments of transformation.'*

*- Katerina (Commercial Leader) – APAC Region*

