

# FIND A COACH THROUGH BETTERUP

**OVERVIEW:** BetterUp is a global provider of coaching solutions that transforms the way people and organizations unlock their true potential. Their comprehensive platform connects professionals with top-tier coaches, enabling them to improve performance, resilience, and overall well-being. In a significant partnership with the United States Air Force, BetterUp has expanded its innovative coaching services to support military personnel, promoting a culture of continuous growth.

**ELIGIBLE RANKS:** All ranks are eligible; however, MAJCOMs Commanders and Coaching Program Managers determine the target ranks for their organizations.

**COACHING TYPE:** One-on-One

**FUNDING AUTHORITY:** MAJCOMs

**LICENSING:** 12-month licenses that can be shared amongst multiple clients:

- ❖ (1) 12-month license = (1) person coached for 12 months
- ❖ (2) 6-month licenses = (2) people coached for 6 months each
- ❖ (3) 4-month licenses = (3) people coached for 4 months each

**ADDITIONAL FEATURES:**

- ❖ Over 4,000 Coaches World-wide
- ❖ ICF Certified Coaches
- ❖ Unlimited Coaching Sessions
- ❖ Specialty Coaching and more

**HOW TO APPLY:**

1. MAJCOM Coaching Program Managers will determine their targeted ranks that will receive coaching.
2. Targeted ranks will apply/request coaching through their MAJCOM coaching program manager.
3. MAJCOM Coaching Program Managers will select members who to receive coaching.
4. Selected participants will get on-boarded through BetterUp and match with their coach.
5. Members and coaches will schedule their first session to begin their coaching journey.

**KEY DATES:**

Cohort Length	Cohort Dates	Targeted Ranks	Application Window	Selection Date
4-month licenses	11 Sep 2024 – 10 Jan 2025	Determined by MAJCOMs	Determined by MAJCOMs	Determined by MAJCOMs
	13 Jan 2025 – 9 May 2025	Determined by MAJCOMs	Determined by MAJCOMs	Determined by MAJCOMs
	12 May 2025 – 5 Sep 2025	Determined by MAJCOMs	Determined by MAJCOMs	Determined by MAJCOMs
6-month licenses	11 Sep 2024 – 7 Mar 2025	Determined by MAJCOMs	Determined by MAJCOMs	Determined by MAJCOMs
	10 Mar 2025 – 5 Sep 2025	Determined by MAJCOMs	Determined by MAJCOMs	Determined by MAJCOMs
12-month licenses	11 Sep 2024 – 5 Sep 2025	Determined by MAJCOMs	Determined by MAJCOMs	Determined by MAJCOMs

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