Coaching ITER



"Focused on fostering self-awareness and change so you can live the life you want."

www.iterca.com

IterOperaciones@iterca.com

Welcome!

At ITER, we believe that coaching is more than a set of techniques: it is a way of inhabiting the world.

Our guidance processes are designed to support you on your own journey of personal evolution, helping you clear away uncertainty, make conscious decisions, and rediscover clarity during moments of change.

“Learning a new technique or adopting a habit without transforming your identity is like repainting a car that has no engine.”

At ITER, we integrate psychology and practical philosophy so that your transformation is not an exhausting discipline based on willpower, but a deep and lasting evolution from the Self.

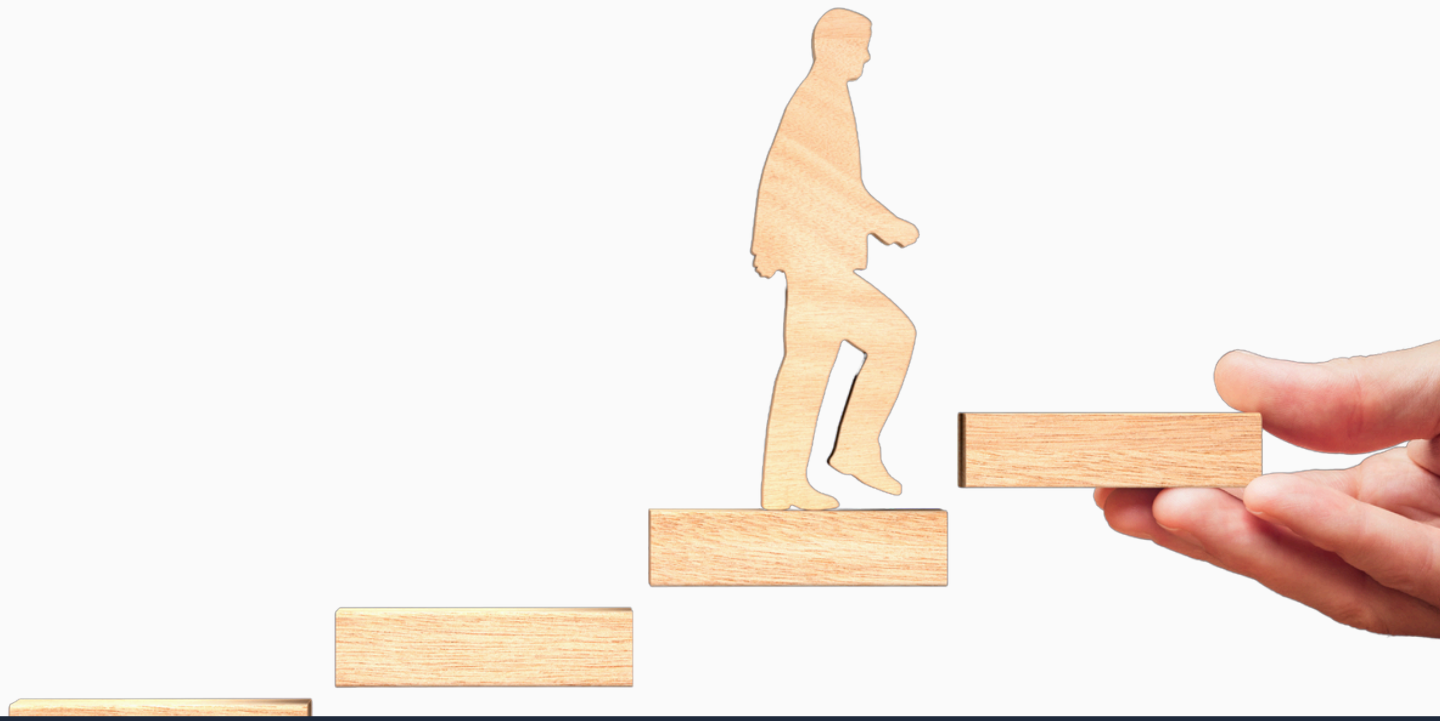


- The entire ITER team -

What is coaching?

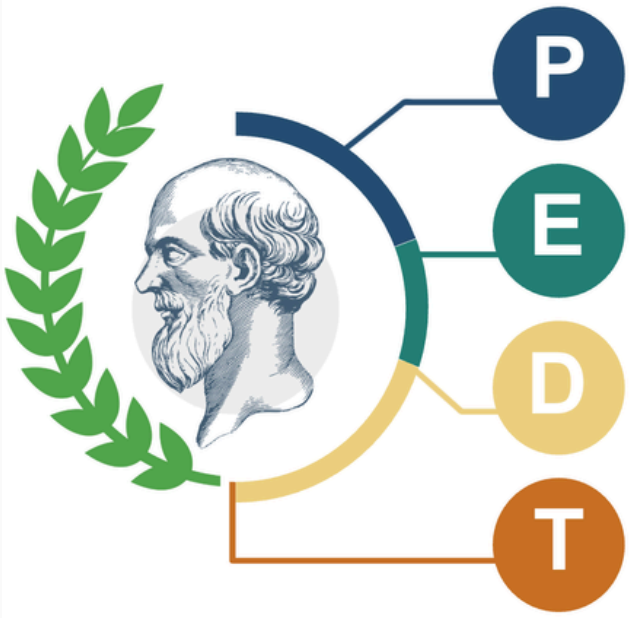
"Coaching is defined as: A transformative journey where you discover your true potential. In this process, we start from the premise:

- The Coachee has all the tools necessary to manifest their maximum potential and lead their life.
- The Coach acts as a companion and facilitator who, through reflective questioning, allows the coachee to reveal their own capacity and inner wisdom.



P.E.D.T. METHODOLOGY

The integration of Psychology and Philosophy in service of human development. Each of its four pillars guides the coach in helping the client build a life worth living, generating real change at the level of “Being” and not only “Doing”



The study of conscious experience as it is lived.

Freedom, choice, and personal responsibility.

Evolution through tension and dialogue.

Change at the level of 'Being,' not just 'Doing.'

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Executive coaching

"P.E.D.T. Executive Coaching is tailored for executives, founders, and senior leaders looking to elevate their leadership and decision-making. Combining psychology with practical philosophy, we support leaders through complexity, uncertainty, and high-level responsibility—driving transformation that goes beyond management skills to reshape leadership vision and impact from the level of 'Being.'"

A full coaching journey typically spans 10 sessions. At ITER, we provide multiple options tailored to your goals:

- Standard Plan: 10 sessions (50 mins | 77 USD / session)
- Custom Plan: We adapt the number of sessions according to your needs. (50 mins | 77 USD / session)



Life Coaching

Life Coaching supports individuals in actively building a purposeful and meaningful life. It focuses on guiding people through their deepest personal challenges—from overcoming emotional blocks and aligning goals to redesigning habits and identity—through a phenomenological, existential, dialectical, and transformational approach.

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Productivity coaching

Designed for professionals, creatives, and entrepreneurs seeking to achieve their full potential and execute their most vital projects. We recognize that true productivity isn't about working exhausting hours, but about maximizing value, focus, and effectiveness for every hour invested—starting from mental clarity and personal balance.

A full coaching journey typically spans 10 sessions. At ITER, we provide multiple options tailored to your goals:

- Standard Plan: 10 sessions (50 mins | 77 USD / session)
- Custom Plan: We adapt the number of sessions according to your needs. (50 mins | 77 USD / session)



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Our Coaches

Daniel Contreras:



Co-creator of the P.E.D.T. coaching methodology. Holds a degree in Psychology from the National Autonomous University of Mexico (UNAM), specializes in DBT, and is currently pursuing a Master's degree in Coaching at Oxford Brookes University.

Maunel Llaca

Co-creator of the P.E.D.T. coaching methodology. Studied Philosophy at Universidad Panamericana and has served as a life coach at the Torresqui residential center, focusing on high-performance athletes.



- Jean-Sébastien Dufresne -



ICF Associate Certified Coach (ACC), Certified Professional Facilitator (CPF), and public engagement and mediation specialist with over two decades of experience. He partners with executives and organizations to transform complexity into consensus, facilitating legitimate decision-making processes, team alignment, and participatory leadership development

ITER

Self-Knowledge & Change

Investment ITER

Coaching ITER

What is it? A personalized, one-on-one space that fosters self-awareness so you can become who you want to be, guiding you through the process of creating a life worth living.

Investment:

- Life Coaching
- Executive Coaching
- Productivity Coaching

Session Rate: 50 min / $1,300 MXN



Happiness Workshop

What is it? A workshop designed to study and reflect on the concept of happiness and, specifically, what it means to live a happy life.

Investment:
In-Person: $9,500 MXN
Online: $5,500 MXN
Includes:

- Complimentary coaching session
- Certificate of completion

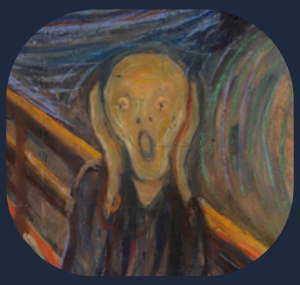


Anxiety Workshop

What is it? This program does not aim to eliminate anxiety, but to help you understand, regulate, and relate to it in a more flexible way—recognizing its function and learning to take action even when it is present.

Investment:
In-Person: $9,500 MXN
Online: $5,500 MXN
Includes:

- Complimentary coaching session
- Certificate of completion



ITER

Self-Knowledge & Change

Why we exist?

"ITER was born as a response to G.K. Chesterton's famous reflection: What is wrong with the world is that we don't ask what is right."
Our fundamental goal is to help people build a life worth living. To achieve this, we integrate psychology, philosophy, and coaching under a single horizon, allowing us to address the full totality of the human experience. We firmly believe the humanities aren't meant to take care of themselves, but to take care of every human being. In a historical moment marked by instability and constant change, ITER was born to be a beacon of self-knowledge and transformation, offering tools from philosophy and psychology to turn everyday complexity into a path of growth, clarity, and deep personal fulfillment.

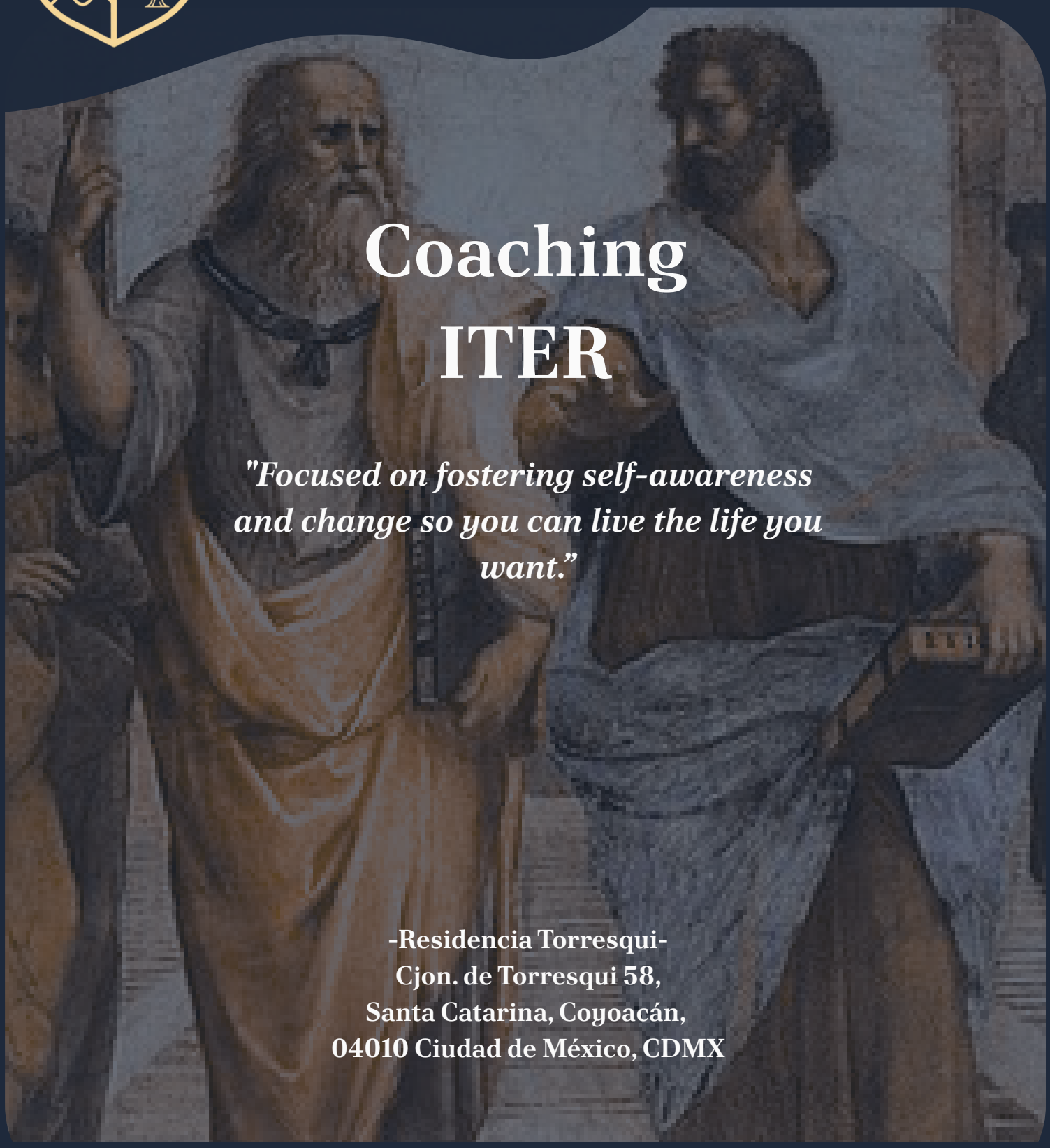
Our mission

Our mission is to accompany people in building a life worth living, through courses and coaching processes under our P.E.D.T. methodology (Phenomenological, Existential, Dialectical, and Transformational). We differentiate ourselves by integrating philosophy and psychology to deeply address the timeless challenges of being human, such as anxiety, happiness, self-knowledge, and change

Why ITER?

In Latin, Iter means "path", "journey", or "route". For us, life is not a static destination to reach, but a conscious journey built step by step

ITER
Self-Knowledge
& Change



Coaching ITER

"Focused on fostering self-awareness and change so you can live the life you want."

-Residencia Torresqui-
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