

More Than a **THERAPIST**

*How Clinicians Unlock Greater
Purpose, Profit, & Possibility*



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LICENSED PSYCHOTHERAPIST · FOUNDER, TRIUMPH STEPS®

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WELCOME!

I am passionate about decreasing the progression of our current mental health crisis. I believe that the earlier we reach people—with simple, effective tools for emotional well-being—the more lives we transform. If you feel the same, this path was made for you.

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Hi, I'm Beatriz Martinez- Penalver—psychotherapist, speaker, and creator of the Triumph Steps® framework —and I'm so glad you're here.

If you're a clinician who feels called to make a greater impact, to serve beyond the limits of a diagnosis, and to embrace more freedom in your professional life... this eBook is for you.

For over 30 years, I've supported individuals and families through psychotherapy. But what transformed both my clients and my career was realizing that many people don't need therapy—they need clarity, direction, and the tools to move forward. They need clarity, tools, and the belief that happiness is a skill they can learn.

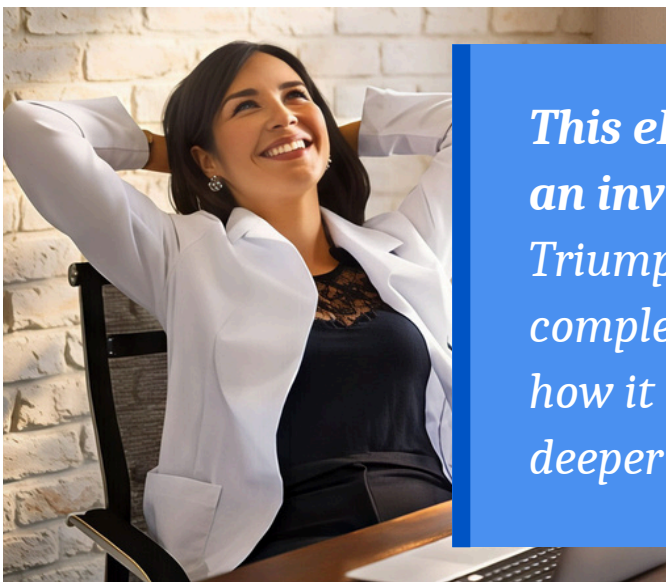
That's why I created Triumph Steps®—a neuroscience-backed, emotionally intelligent framework designed to create real growth, build resilience, and support lasting transformation.

Unlike many coaching certifications created by people who have never sat with a client, Triumph Steps® was born out of decades of real clinical experience—and grounded in science, ethics, and proven strategies that create lasting change. Through this framework, I've been able to serve

clients who don't fit clinical criteria, launch wellness retreats, lead school-wide trainings, and design a business that aligns with my soul's purpose.

The truth is, our mental health system is overwhelmed, and too many people are falling through the cracks—people who don't meet criteria for a diagnosis, and also those who are hesitant to seek therapy because of the lingering stigma around mental health. Many of them would never walk into a therapist's office, but they would gladly meet with a coach. Triumph Steps® bridges that gap. It opens the door to serve people who might otherwise never receive the tools they need to thrive.

Triumph Steps® Coaching gives you the freedom to step outside the box of insurance limitations and endless paperwork, so you can reach more people, on your terms, in ways that are deeply fulfilling. Imagine expanding your practice globally, leading retreats, or working with schools and organizations—not only as a clinician, but as a coach and change-maker.



This eBook is both a guide and an invitation. You'll learn what makes Triumph Steps® coaching unique, how it complements your clinical foundation, and how it can open the door to greater impact, deeper fulfillment, and expanded income.

You became a clinician to help others. Now, you have the opportunity to reach them in a deeper, more impactful way. Healing is the beginning. Transformation is the goal.

To your triumph—and the triumph of those you are here to serve,

A handwritten signature in black ink, appearing to read 'B. Peñalver'.

Beatriz Martinez-Peñalver
Psychotherapist • Speaker • Triumph Steps® Creator


INTRODUCTION

As a clinician, you've likely felt the frustration of turning away individuals who don't meet the criteria for a diagnosis—but who are clearly asking for guidance, direction, and support.

At the same time, coaching is booming. Millions of people around the world are seeking out coaches—but not all coaches are created equal. As a clinician, you bring something extraordinary to the table: deep training, clinical insight, and an ethical foundation that most coaches simply don't have.

By adding coaching skills to your clinical background, you're not just joining the coaching movement—you're elevating it with clinical depth, structure, and integrity. You have the ability to create transformation with structure, science, and soul. And you can serve both individuals and larger audiences who are looking not for treatment, but for tools to design lives they truly would love—and learn how to create them on purpose.

The Triumph Steps® Coaching Certification gives you the framework, the freedom, and the platform to do just that.



As a clinician, you offer something rare — expertise, insight, and ethics that most coaches lack.

When Therapy Isn't
ENOUGH ANYMORE!

1



Mental health professionals are trained to diagnose and treat mental illness,

but what about the people who are high-functioning, motivated, and simply seeking more meaning or joy?

Traditional therapy models often exclude these clients, not because they don't need guidance, but because they don't fit within medical necessity criteria. Meanwhile, clinicians are tied to documentation, insurance audits, and often burnout.

This gap is where coaching thrives.



Coaching offers tools for transformation, empowerment, and goal-driven growth—without needing a diagnosis. As a Triumph Steps® Coach, you guide clients in developing emotional literacy, overcoming limiting beliefs, and designing a life they love.

WHY I EXPANDED BEYOND THERAPY

*And Why You Might Be
Ready to As Well*

2



After decades as a psychotherapist,

I came to a realization that changed everything: not everyone who came to me needed therapy. Many of the people who resonated with my work weren't struggling with a diagnosable mental health condition—they were struggling with life.

They wanted clarity. They wanted tools for emotional resilience. They wanted guidance to take action.

They needed prevention, not just intervention.

And here's something I'll admit: I have always hated giving people diagnoses—especially children. I know firsthand how powerful a label can become. That never sat right with me.

My saying has always been: “What we focus on the longest grows the strongest.” When we focus on a diagnosis, it can easily grow into an identity. Instead of seeing themselves as capable, resilient, or hopeful, people start to see themselves only through the lens of what's “wrong” with them.





For years, I felt the tension between what my clinical role allowed me to do and what my heart knew my clients were asking for. I could see their potential, but the structure of traditional therapy often kept me boxed in—defined by diagnoses, constrained by insurance, limited to “treatment” instead of transformation.

That’s when I realized I didn’t have to choose. I could honor my clinical foundation and step into a new way of serving. By creating Triumph Steps , I bridged my clinical expertise with the power of coaching.

And the result?

- More impact.
- More joy.
- More income.
- More freedom.

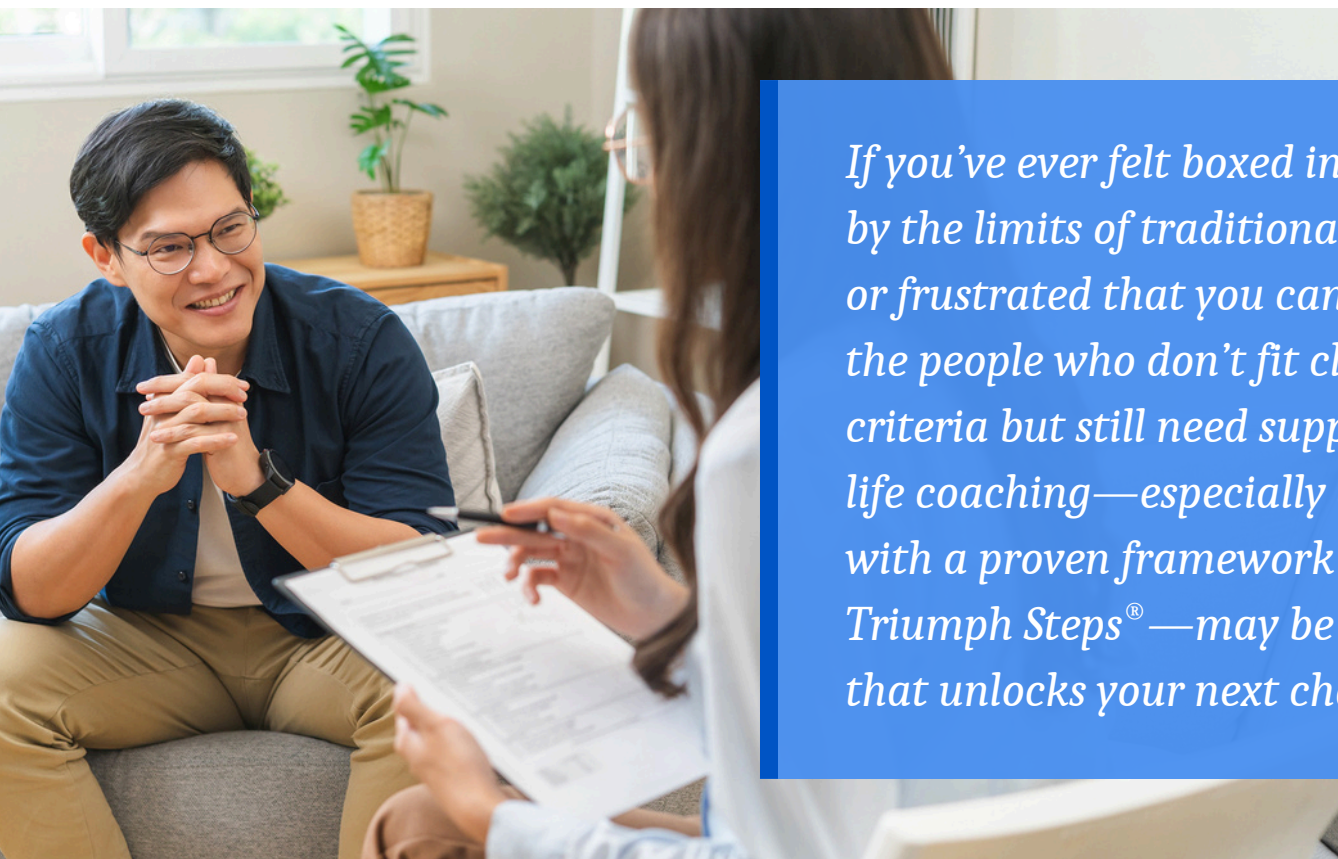
Adding coaching to my professional toolkit allowed me to:

- Work with clients who weren't seeking traditional therapy
- Serve people who might avoid therapy due to stigma, but are open to coaching
- Launch digital programs and retreats
- Set my own rates, without insurance dictating my value
- Reach audiences globally
- Feel creatively alive and professionally fulfilled

Coaching didn't replace my identity as a psychotherapist—it expanded it.

It gave me the chance to meet people earlier in their journey, to give them tools that prevented deeper suffering, and to design a professional life that aligned with my soul's purpose.

And here's the truth: you can do the same.



If you've ever felt boxed in by the limits of traditional therapy, or frustrated that you can't serve the people who don't fit clinical criteria but still need support, then life coaching—especially coaching with a proven framework like Triumph Steps®—may be the key that unlocks your next chapter.

COACHING + COUNSELING:

*Why the Future Belongs to
Those Who Do Both*

3



Counseling focuses on healing. Coaching focuses on growth.



Both are powerful. But together? They're transformational.

As clinicians, we're trained to guide people through trauma, pain, and challenges that require clinical intervention. Counseling is about restoring stability, healing wounds, and building the foundation for well-being. But what happens when someone is ready to move beyond healing into vision, expansion, and growth? That's where coaching shines.

Coaching invites clients to imagine the life they would love, to set goals, to reframe limiting beliefs, and to move into action. It's forward-focused and possibility-driven. And when you combine the depth of counseling with the vision of coaching, you become more than a therapist—you become a catalyst for transformation.

COUNSELING vs. COACHING

COUNSELING

Focuses on **healing the past**

Works with clients experiencing emotional pain, trauma, or diagnosable conditions

Goal:
restore stability and well-being

Guided by treatment plans and clinical standards

Often limited by insurance, diagnosis codes, and session structures

May carry stigma (“I’m in therapy... something must be wrong”)

COACHING

Focuses on **creating the future**

Works with clients seeking growth, direction, or peak performance

Goal:
unlock potential and expansion

Guided by vision, goals, and action steps

Freedom to design services- retreats, workshops, digital programs, school trainings

Seen as empowering, proactive, and stigma-free


When you hold both hats, you offer the best of both worlds: healing and growth.

How Counseling and Coaching Work Together

In therapy, there's always a moment of tension: insurance requires that we discharge clients the moment their symptoms improve. But that's exactly when they are finally ready to dream, to thrive, and to start building the life they love. In other words, insurance says "time to end," when in truth it should be the beginning.

I remember a young woman who came to me struggling with anxiety. In counseling, we focused on healing her past patterns—helping her calm her nervous system, process painful memories, and regain stability in her daily life. That healing was essential; without it, she wouldn't have had the foundation to move forward.

But just as her symptoms improved—the point when insurance would have required me to close her case—she began asking new questions: "What's next for me? How can I create a life that excites me?" That's when coaching entered the picture. Through Triumph Steps[®], she began to clarify a vision for her future, shift limiting beliefs, and take practical steps toward her goals.



Within months, she wasn't just free from anxiety—she was thriving. She launched a new career path, improved her relationships, and felt empowered in ways she never imagined.

This is the power of holding both hats. Counseling offered healing. Coaching offered growth. Together, they created transformation.

Clinicians who become coaches can:

- Offer services to clients outside insurance restrictions
- Support high-achieving clients with mindset training and vision-building
- Run groups, workshops, and retreats without clinical liability
- Expand their brand and business beyond a brick-and-mortar practice
- Reach clients who might avoid therapy but embrace coaching

With Triumph Steps , you don't have to reinvent the wheel. You have a proven framework rooted in neuroscience and emotional literacy—a structured, step-by-step process that makes it easy to deliver consistent, results-driven coaching.

And the best part? You're not limited to one-on-one sessions. You can bring this work to entire schools, community organizations, corporate wellness programs, retreats, or digital platforms—impacting hundreds, even thousands, of people at once.

If you feel called to create a wider ripple of change—beyond the four walls of your office, beyond the one-on-one hour—this path was made for you.



When clients become symptom-free, insurance says discharge, but that's the moment they're finally ready to dream, thrive, and build the life they love.

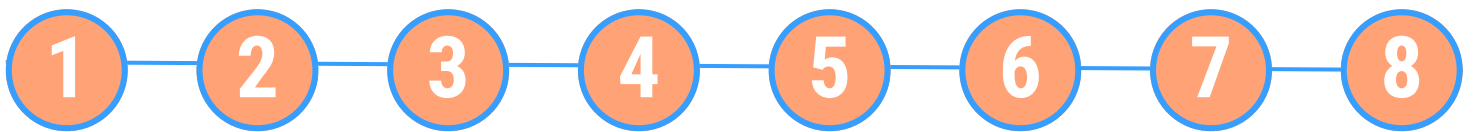
The
TRIUMPH STEPS®
Framework

4



The TRIUMPH STEPS[®] system combines neuroscience, inspiration, and practical tools in 8 clear steps.

This isn't abstract theory—it's a replicable method that empowers clients to shift from being stuck to soaring. As a coach, you guide them through a structured journey that creates lasting change.



What makes Triumph Steps[®] different is not just the framework itself—it's the foundation behind it. Unlike many coaching programs created by people who have never sat across from a client, Triumph Steps[®] was born out of decades of clinical practice. It reflects the lessons learned from thousands of hours with children, teens, and adults. It's evidence-based, neuroscience-informed, and shaped by real-world results.

For over 30 years, I've seen the struggles that keep people from thriving—fear, limiting beliefs, toxic environments, unresolved emotions. And I've also seen what works: clear tools, repeatable practices, and a system that helps people take charge of their own minds and lives. Triumph Steps[®] grew from that lived experience.

That's why clinicians who adopt Triumph Steps[®] as a coaching framework feel such confidence in using it. It's not guesswork. It's not theory. It's not "one more model." It's a method proven in schools, families, organizations, and private sessions alike.

Over the years, I've heard the same feedback again and again:

- **New clinicians** often tell me, “I wish I had learned this in graduate school. Triumph Steps gives me the roadmap I never got.”
- **Seasoned clinicians** are equally impressed. Many say the framework gives them a fresh clarity and a structured path that complements their years of experience—making their work both easier and more impactful.

With Triumph Steps , you're not only giving clients direction—you're giving yourself a reliable, evidence-based roadmap that supports your practice at any stage of your career.

Or, as E.E. Cummings put it: “It takes courage to grow up and become who you really are.” Triumph Steps gives people the courage—and the roadmap—to do exactly that.

“It takes courage
to grow up and become
who you really are.”

E. E. CUMMINGS



More **IMPACT**
More **INCOME**
More **FREEDOM**

5



B

eing a TRIUMPH STEPS[®] Coach means you get to decide

- **Who you work with**
- **How you structure your time**
- **What you charge**
- **Whether you see clients individually, lead groups, or go**

You're no longer limited to the 50-minute hour.

You're no longer limited to insurance codes or dictated rates.

And while that level of freedom can feel exciting, I also want to pause here for a moment—because this is often where something deeper comes up for many clinicians.

The truth is, most of us were never taught how to think about money in this profession. In fact, many of us were conditioned—sometimes subtly, sometimes very directly—to believe that being of service and being financially abundant somehow don't go together. That if we truly care about people, we shouldn't be focused on earning more. That there is something more “noble” about sacrifice.

And without even realizing it, those beliefs can stay with us for years, quietly shaping how we charge, how we show up, and even how much we allow ourselves to grow.

But here is something I have come to understand very clearly over time: there is nothing unethical about being well compensated for the transformation you help create.

In fact, when you are supported financially, you are able to bring a different level of presence, energy, and creativity into your work. You are not operating from exhaustion or limitation—you are operating from alignment.

You did not choose this profession to struggle. You chose it because you care deeply about people and because you want to make a difference. And it is absolutely possible to honor that purpose while also creating a life that feels expansive and sustainable.

Your clients are not only listening to what you say—they are also observing how you live. When they see you valuing your time, honoring your work, and creating both purpose and prosperity, you are modeling something powerful for them. You are showing them that growth is not only emotional or relational—it is also about how we allow ourselves to receive.

This is not about choosing between service and success. It is about recognizing that the two can coexist in a way that feels honest, grounded, and aligned with who you are.

And yes, you can still give back. You can still offer pro bono services. You can still support those who truly need it. But that comes from a place of choice and intention—not from a place of limitation or unexamined belief. their values.

Because when you allow yourself to expand financially, you are also expanding your capacity to serve, to reach more people, and to create a greater impact in the world.

For me, this work has given more than just professional success—it has given me more purpose — more freedom. The freedom to travel. The freedom to create. The freedom to serve the clients I most care about, without the restrictions of insurance companies telling me when to discharge them or what I can bill for.

And here's the best part: you don't have to choose between therapy or coaching. You can have both. Coaching doesn't have to replace your clinical work—it can beautifully complement it. Many Triumph Steps® Coaches continue to see therapy clients while also running coaching programs, retreats, and online offerings. The combination allows them to reach more people, earn more income, and build a professional life that truly reflects their values.

Coaching expands your reach. It expands your revenue. And it expands your joy.

Because freedom isn't just about money—it's about designing a practice that nourishes you while transforming others. And as clinicians, we deserve that freedom, too.

Mini-Visioning Exercise

Close your eyes for a moment and imagine your ideal professional week.

- Do you see yourself hosting a Saturday morning workshop instead of being chained to back-to-back therapy sessions?
- Do you picture leading a retreat at a beautiful resort where clients pay to learn and transform in community?
- Do you see yourself logging onto Zoom to coach a group of professionals from different states—or even different countries?
- Do you notice how much lighter it feels when you set the schedule, choose the clients, and decide the value of your work?

Write down one thing you would love to add to your professional life if you had more income, more impact, and more freedom.

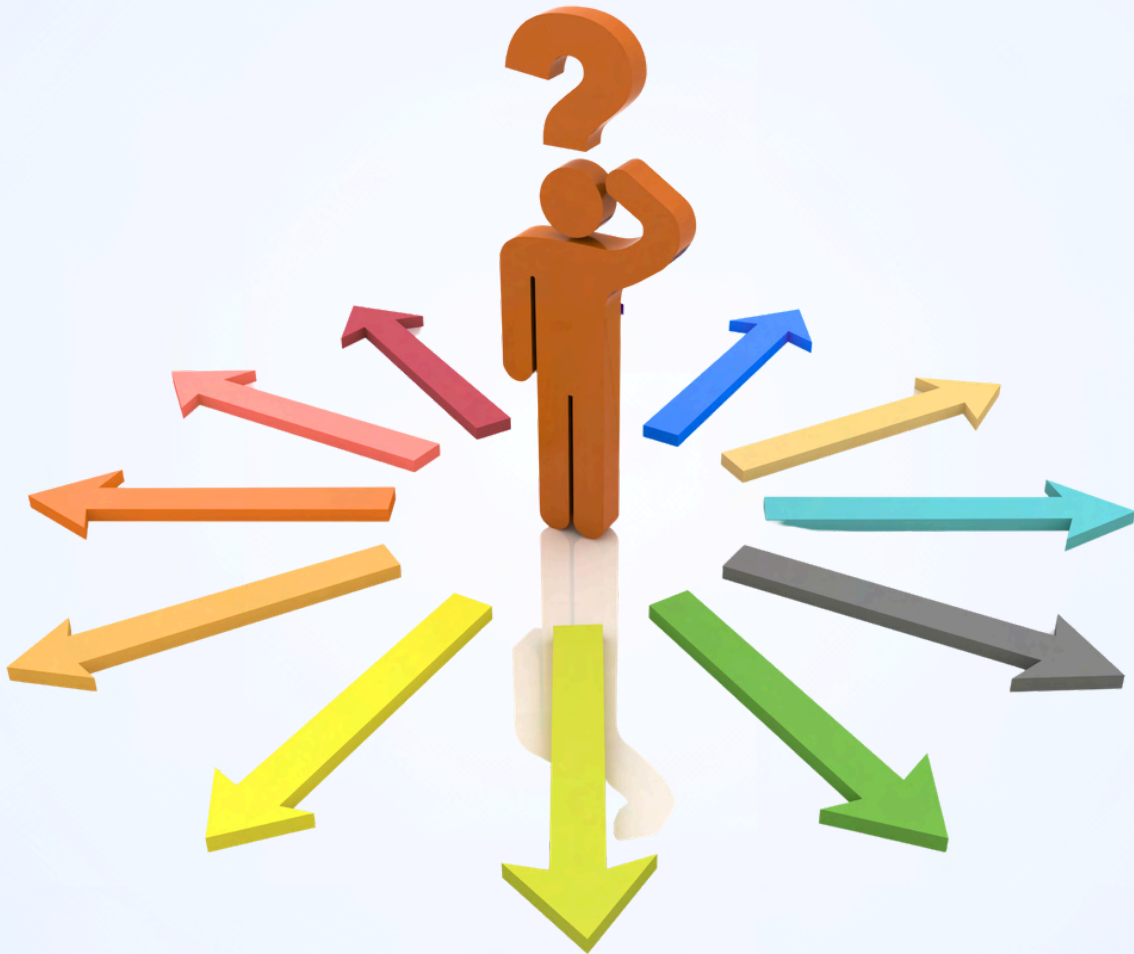
Then ask yourself:

What small step could I take this month to begin making that vision real?



Is This the Right
NEXT STEP FOR YOU?

6



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ot every clinician feels called to coaching – and that's okay.

But if you've been sensing that something is missing in your work, that there's a bigger way to serve, or that you want more freedom in your professional life, it may be time to explore what coaching could add.

Ask yourself:

1. *Do I want to reach more people?*

YES

NO

2. *Am I tired of being limited by insurance or diagnosis?*

YES

NO

3. *Do I feel called to help others thrive, not just survive?*

YES

NO

4. *Am I ready to create more flexibility and income in my professional life?*

YES

NO

If you answered yes to any of the above, then becoming a Triumph Steps® Coach may be your next right step.



Here's why:

- **It meets an urgent need.** So many people are falling through the cracks of the mental health system—people who don't meet criteria for therapy but still crave direction, clarity, and hope. Coaching lets you reach them.
- **It honors your expertise.** With decades of clinical knowledge behind you, you're not starting from scratch—you're building on your foundation and expanding your reach.
- **It gives you freedom.** Freedom to set your rates, choose your clients, design your programs, and serve in ways that light you up.
- **It creates sustainability.** Coaching can prevent burnout by allowing you to diversify your income, reduce dependence on insurance, and structure your practice on your terms.



Triumph Steps was built for clinicians who are ready to make this leap. It's a clear, science-based, proven framework that gives you the confidence to step into coaching without guesswork.

Because the truth is, you didn't become a clinician just to fill out paperwork or discharge clients the moment they feel better. You became a clinician to help people thrive. Coaching gives you the power to keep walking with them into that next chapter of growth and transformation.


Reflection Exercise

Take a few quiet moments and journal on these questions:

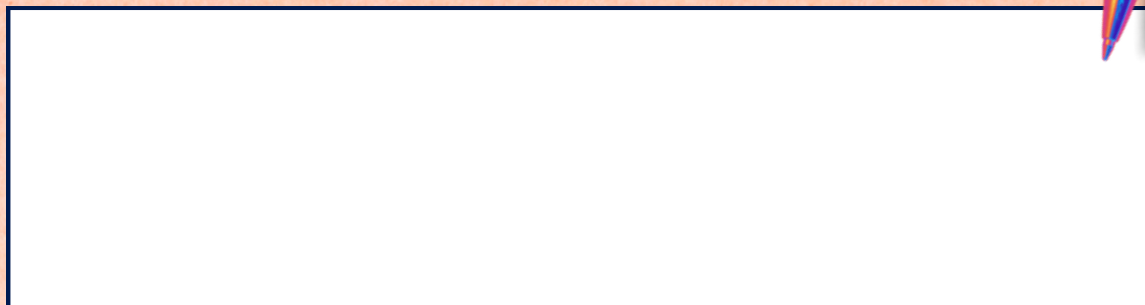
1. *Where do I feel most limited in my current clinical practice?*



2. *What would my work look like if those limits disappeared?*



3. *How would it feel to serve clients in a way that allows me to use all of my gifts, without restriction?*



Write freely and honestly. Often, your answers will point you directly toward your next right step.

Your Invitation to
**LEAD THE FUTURE OF
THIS PROFESSION**

7



You became a clinician because you wanted to help people heal.

That calling still lives inside you. But healing is only the beginning.

This isn't just another certification. It's a mission. A movement.

An answer to the growing mental health crisis that traditional systems alone cannot solve.

The world is hungry for authentic, heart-centered, science-based guidance. People are searching for direction, for tools, for hope. Triumph Steps gives you a proven framework to deliver exactly that—rooted in neuroscience, built in the therapy room, tested in real lives.

And the truth is: you are needed.

If you've felt the frustration of discharging clients just as they're ready to thrive...

If you've wished you could serve beyond the walls of your office...

If you've longed for more freedom, more impact, and more joy in your work...

Then this is your invitation.

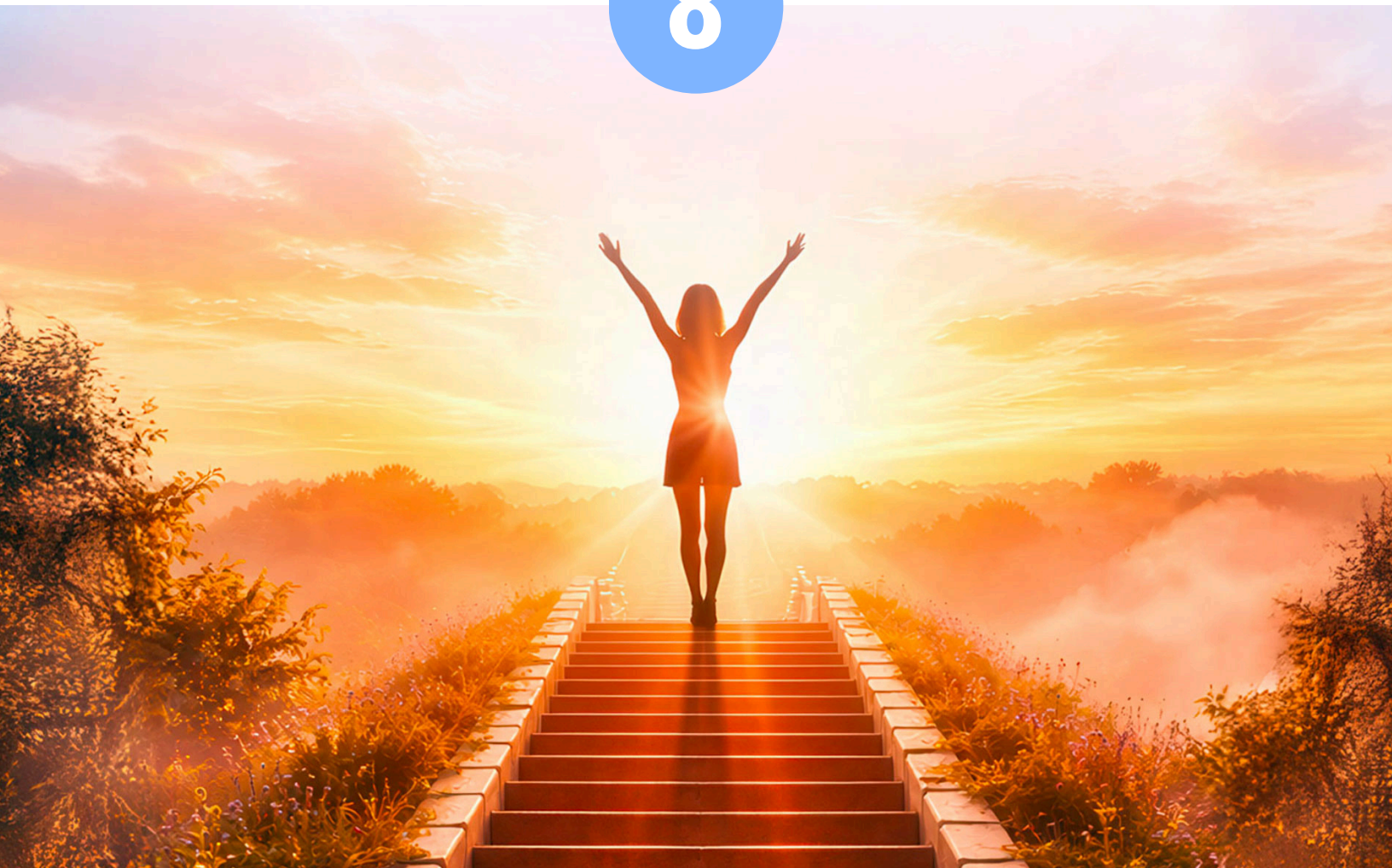
Apply today. Place yourself on the journey to triumph while guiding others toward theirs.

Join the movement. Lead the way.

Because you are more than a therapist. You are a guide, a leader, and a catalyst for transformation. And the world is waiting for you.

What You Will Walk Away With
IF YOU DECIDE TO JOIN US

8



A Framework. A Business Toolbox. A New Way to Practice.



At this point, you may be asking yourself:

“This resonates... but what would I actually walk away with if I become a certified Triumph Steps[®] Transformative Coach?”

Let me be clear—this is not just another certification filled with theory. This is a complete system you can begin using immediately.

1 A Proven Coaching Framework You Can Trust

You will walk away with the Triumph Steps® 8-step framework—a structured, repeatable, reliable system you can confidently use with your clients.

This is not guesswork. This is not “figure it out as you go.”

It is a clear pathway that guides clients from:

- Feeling stuck → to gaining clarity
- From limiting beliefs → to empowered thinking
- From inaction → to meaningful, consistent results

What makes this powerful is that it doesn't compete with your clinical work, it complements it beautifully.

If you are already doing therapy, this framework gives you:

- A forward-focused structure to give clients who no longer meet criteria for therapy
- Tools to help clients move from insight into action
- A way to continue supporting them beyond diagnosis and discharge

And if your client comes to you only for coaching? The framework still works.

Because while it is not therapy, it is grounded in:

- Cognitive Behavioral principles
- Positive Psychology
- Emotional literacy and self-awareness

Which means—it will feel familiar, aligned, and ethical to you as a clinician. You're not stepping outside your expertise, you simply **expanding** it.

Tools You Can Use Immediately with Clients



You won't just learn concepts—you'll gain practical tools you can start using right away.

Tools that help your clients:

- Shift their mindset
- Regulate emotions
- Build new patterns of thinking and behavior
- Create clarity, direction, and vision

This includes structured exercises, guided processes, and step-by-step strategies that make your sessions:

- More focused
- More impactful
- More results-driven

You'll never feel like you're "winging it." You'll have a coaching framework, and a roadmap for you *and* for your clients.

A Business Toolbox Clinicians Were Never Taught

Let's talk about something no one taught us in graduate school: How to build a business.

Most clinicians were trained to:

- Diagnose
- Treat
- Document

But not to:

- Market themselves
- Attract clients
- Package their services
- Or create additional streams of income

This is one of the biggest gaps in our profession.

And it's one of the biggest reasons clinicians feel:

- Burned out
- Financially limited
- Stuck in models that no longer serve them

Inside this program, you will also receive a business toolbox designed specifically for clinicians stepping into coaching.

You'll learn how to:

- Position yourself as both a clinician and a coach
- Speak about your work in a way that attracts the right clients
- Create coaching packages (not just sessions)
- Expand beyond one-on-one into groups, workshops, or programs
- Begin building a practice that is not dependent on insurance

Because impact is important. But sustainability matters too.

4 The Confidence to Do This Ethically and Effectively

You'll walk away with clarity. And clarity is where real confidence comes from.

By the end, you'll know:

- What coaching actually IS, and what it ISN'T
- How to bring it into your practice without crossing an ethical line
- When to wear the therapist hat, and when to switch to the coach hat
- How to serve clients cleanly, with no blurred roles and no risk to your license

This is where a lot of us get stuck.

It's not for lack of skill, we're plenty capable. *We're just not clear on where the lines sit.* This training **draws those lines**, so you can move forward knowing exactly what you're doing and why.

Why This Program Is Different

There's no shortage of coaching programs out there. Most hand you:

- Inspiration with no structure
- Concepts with nowhere to apply them
- Information that never quite makes it into your work

You'll leave this one holding something you can actually use:

- A **framework**
- A **toolkit**
- A **business model**,
- And a **clear path to follow** so you don't just learn something new. You put it to work, and you grow because of it.

The Real Point

This was never about adding a line to your résumé. It's about expanding the three things that change everything:

- **Your impact**
- **Your income**, and
- **Your freedom** – all in a way that fits who you are, and why you became a clinician in the first place.

The “Why” Of It All

And here's where it gets personal. The truth is, this isn't really about coaching. It's about how you want to show up for people.

You didn't get into this work to diagnose, document, and discharge. You got into it to **help people live better**. And somewhere along the way, you probably felt the ceiling of what the system allows, even when you could see your clients needed more.

This is your chance to lift that ceiling. To help people heal, and then walk beside them as they grow, thrive, and build the life they want.

There are people who will never book a therapy appointment, but who would say yes to you as a coach in a heartbeat. There are clients you've already helped who are ready for their next level, with no one there to guide them.



You Are More Than a Therapist
**AND THE PEOPLE YOU'RE
MEANT TO SERVE ARE ALREADY
LOOKING FOR YOU.**



So the real question is a simple one:

*Where will you be a year from now if nothing changes?
And what opens up if you give yourself room to grow?*

This is your invitation.

To grow. To serve more deeply.

To build a practice that looks like you, and reflects why you started.

Your Next Step:



Visit:

<https://triumphsteps.com/coaching/>



Book a Call or Email Us:

info@triumphsteps.com



Call us:

+1 305-306-2779



SCAN HERE

What Others Are Saying About **TRIUMPH STEPS** **COACHING CERTIFICATION**



MAYRA BAGNOLI

“I just had a wonderful training about the Triumph Steps coaching certification program and I loved every second of it. It is a well structured program, with very practical tools and I gained lots of insight about improvements to be used on my clinical practice and personal development as well. I highly recommend this program!!!

Thanks Beatriz! I am so grateful for this experience!”



FHARA GUADALUPE

“Great experience and training. It open up my mind, on how to reset my thoughts and work in to better myself and use positive affirmations and work on my self to help my clients.”



NICOLE ARIAS

“As a Certified Transformational Coach who works mainly with adolescents, I have explored countless personal development tools over the years but none have resonated as deeply or delivered such consistent, lasting results as the Triumph Steps Program. This 8-step framework has become the foundation of my coaching practice. It offers a beautifully structured yet flexible path for clients to align their minds, hearts, and actions with their highest potential. The program’s holistic approach—rooted in mindfulness, self-awareness, and intentional living—makes it accessible to clients from all walks of life.”

If you're looking for a proven, empowering, and soul-aligned framework to help your clients thrive or to deepen your own personal journey—the Triumph Steps Program is a truly exceptional resource. It’s not just a program; it’s a pathway to lasting transformation.”



KRISTY SPORRER

“I completed the Triumph Steps Transformative Coaching course six months ago and found it to be incredibly enriching. It provides a clear roadmap for the clinician to work with their clients. The program is wonderful, and Beatriz is an excellent and captivating presenter. The time flew by because I was so interested from start to finish. I am grateful for the experience and knowledge as a new clinician, and have been able to put it into practice and see it work.”



NEFRETIRI MCGRIFF

“Beatriz, Thank you so much for your time, your energy, and your wisdom throughout the Triumph Steps® Coaching Certification.

It has been amazing. I was able to follow your exact steps and secure two paying clients before even completing the 12-week course. And while taking the course, I’ve truly changed—not just professionally, but personally as well.

I’m so grateful to you, Beatriz, for being the kind soul that you are... for being such a powerful mentor, a business coach, and the woman that you are.”



CATALINA ANGULO

“Just as I completed the certification, I gained my first paying client.

I was at a point where I wanted to expand and grow as a coach internationally. This certification gave me clarity, structure, and a clear path forward, making the process feel doable instead of overwhelming.

I gained more practical tools that I now apply both in my own life and with my clients. More importantly, Beatriz helped me turn on the switch to truly believe that I could do this.

This program was the boost I needed!”



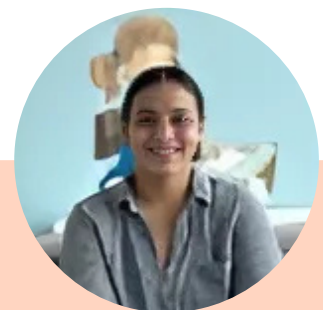
NATALIE MOORE

“As a Harvard graduate with a background in business and as a mental health master’s-level professional, I am very selective about the programs I invest in.

Beatriz is an excellent speaker and teacher. She has taken complex psychological concepts and transformed them into a clear, actionable, turn-key program that any coach can confidently use to start or expand a coaching business.

She is extremely generous with her knowledge and time and shared far more than I ever expected. In addition, her marketing and business training for building a coaching practice were truly invaluable.

I received much more than I anticipated and highly recommend her course.”



JESSIKA ABDALAH

“The Eight Step Formula to Triumph training is extremely beneficial to any mental health professional seeing clients from all ages. Such a refreshing course and guide with plenty of opportunity to reflect and learn in the process. It is a must!”



MEILI R. REGO

“I was first introduced to Triumph Steps by Beatriz Martinez, the program developer, when she shared stories of successful cases. Since 2019, I have been using Triumph Steps guided imagery with clients as young as 5 years old. During the sessions, those kids would gently close their eyes and embrace the serenity and inner empowerment that the audios provided.

I was thrilled when Beatriz created the Triumph Steps Transformative Coaching certification program. This program would make Triumph Steps more accessible to mental health professionals and educators, leading to transformative changes in the lives of their clients and students.

It was a great honor for me to contribute to the development of certain activities in the curriculum and participate in the program evaluation process that Beatriz conducts periodically to ensure its effectiveness.

I invite you all to try it out and let’s empower ourselves together!”

**BOOK YOUR COMPLIMENTARY
STRATEGY SESSION HERE**

**and take the first step toward creating
a triumphant life and helping others do the same.**

About the **FOUNDER**

30+ Years in Mental Health & Transformation

AS SEEN ON



Beatriz Martinez-Peñalver, LMHC is a licensed psychotherapist, speaker, and creator of the Triumph Steps framework, with over 30 years of experience in the mental health field.

Over the course of three decades, she has sat with thousands of clients—children, teens, and adults—and witnessed a truth many overlook: not everyone needs therapy, but everyone needs emotional literacy. She believes that emotional literacy is not optional; it is the foundation of resilience, happiness, and human thriving.

Beatriz has been recognized by the Miami-Dade County Public Schools Board for her commitment to students' mental wellness and emotional literacy nationwide. But her mission doesn't stop with schools. She has also expanded Triumph Steps into the adult world—bringing its framework to professionals, clinicians, and organizations.



The Triumph Steps® program has been approved for Continuing Education Credits (CEUs) for mental health professionals and Continuing Legal Education Credits (CLEs) for lawyers to fulfill their wellness and ethics requirements. Beatriz has trained clinicians, delivered professional development workshops, and led corporate and legal wellness retreats, showing adults from all walks of life that happiness is a skill that can be learned.

Her work has been featured on PBS, CBS, Univision, Hay House Radio, and recognized by educators, clinicians, and legal professionals alike. Whether in schools, law firms, hospitals, or boardrooms, Beatriz's mission is the same: to give people simple, science-based tools for resilience, fulfillment, and long-term success.

Through Triumph Steps®, she has transformed decades of clinical wisdom into a coaching framework that empowers both clients and professionals. Her work is more than a program—it is a movement to end the progression of the mental health crisis and replace it with a culture of resilience, purpose, and joy.

“Thoughts become things—keep them beautiful.” This phrase, often spoken by Beatriz to her clients, has become a guiding truth for her life's work. And now, through Triumph Steps®, it is transforming lives across generations.



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The greater danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.



TO TRIUMPH IN YOUR PRACTICE.

**TRIUMPH
STEPS®**

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