

ChangeWorks!

Personal & Professional Change Management System

ChangeWorks® Certified Master Practitioner

Designation Briefing for Independent Human Development Professionals

Overview —

“Change is the central activity of the human experience. It’s the heart of every relationship and the purpose of every job.” T. Falcon Napier

No one understands this more than the professionals working in the field of human development as independent consultants, coaches and trainers. As different as their practices may be, all of their clients have at least one thing in common — they want something to **change** — and it is incumbent on the professional to understand and support their client in manifesting that change in their reality.

ChangeWorks is a comprehensive system for streamlining the change process at both the individual and organizational levels.

Central to the ChangeWorks System is the ChangeGrid® — the world’s only client-driven, activity-specific coaching and management tool.

Unlike traditional psychometric tools such as personality tests and values profiles, the ChangeGrid isn’t about WHO a person is, but rather HOW they are responding to the specific situations they are in. The ChangeGrid is descriptive, predictive and prescriptive — designed to answer four powerful questions about each of the specific situations the client faces:

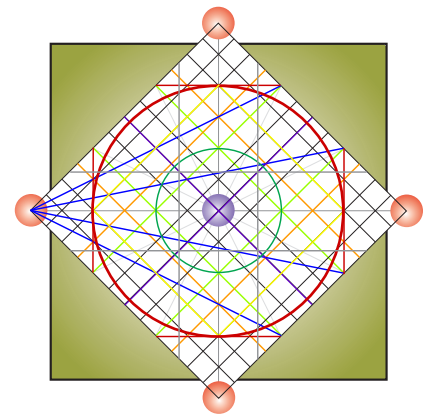
- 1) How **READY** are they to handle their situation?
- 2) How **ENGAGED** are they in the tasks that lay before them?
- 3) How likely they are to follow through and actually **DO** what needs to be done?
- 4) What type and level of support do they need to get them on track and **KEEP THEM** on track?

Equipped with these answers, ChangeWorks professionals help their clients reach clarity faster than any other known method, stimulate deeper, more powerful conversations, dramatically accelerate the change process and achieve more of outcomes the clients wanted most.

ChangeWorks professionals market and provide services centered around the ChangeGrid® Performance Coaching Tool, including: design, administration, compilation and interpretation of individual, group and research/marketing ChangeWorks profiles using our proprietary online system.

ChangeWorks Certified Master Practitioners are a very rare and elite group of professionals, trained to do something that no computer can do — extract and interpret the vast amount of information a ChangeGrid reveals. The training is **intensive**, the support is **extensive** and the opportunity is **exclusive**. In fact, we allow no more than 500 independent professionals worldwide to offer ChangeWorks programs and services to their clients.

“The ChangeGrid”



How do ChangeWorks® Professionals make money? —

There are many ways that ChangeWorks Professionals use the ChangeGrid in building their practices:

- As a **research tool**, the ChangeGrid helps you conduct formal studies, resulting in a better understanding of the populations you're pursuing and the best ways to position yourself for success.
- As part of your **marketing approach**, the ChangeGrid serves as an interactive way to engage prospects in a personal exploration of their situation that stimulates them to reach out to you.
- With the benefit of seeing their ChangeGrids in advance of meeting with them, it's easier for you to pinpoint their issues of greatest importance and urgency — and **secure the client**.
- As a **needs assessment**, the ChangeGrid reveals the full range of challenges your client faces as well as the growth opportunities they may be missing — clearly identifying their strengths, their areas for improvement and the barriers that interfere with their full engagement.
- As the foundation for your **client work**, the ChangeGrid serves as a tool of conversation in both coaching and consulting relationships — a mirror that reflects the client's situation in a new and powerful light.
- As a **profit center**, individual, group and 360° ChangeWorks profiles routinely sell for hundreds to tens of thousands of dollars. In addition, once qualified you can also offer your clients ChangeWorks speaking engagements, training programs and corporate licensing agreements — and even build a strong passive residual income stream.
- Use the ChangeGrid with your clients to **track progress, measure results, prove value** and foster longer, mutually-beneficial business relationships.

ChangeWorks® Professional Key Success Indicators —

Over the course of the past 3 years and 250 professionals trained, we've learned a great deal about what it takes to succeed as a ChangeWorks Professional — and there's nothing more important to us than the success of our team members. In light of that, we've compiled a list of 15 Key Success Indicators and require applicants to meet a minimum of 10 to be eligible for ChangeWorks training.

Which of the following apply to you?

- I operate a full-time, year-round practice.
- I focus on providing services to organizations and/or key executives within organizations.
- I am well positioned to secure large organizational clients.
- I count myself among the brightest and best in the industry.
- I am strong in both intellect and intuition — the concrete and the abstract.
- I have 10 or more years of combined business and independent professional experience.
- I have strong academic and/or industrial credentials.
- I have a proven track record of success.
- I currently bill at least \$100K annually.
- I am success-driven and money-motivated.
- I am a skilled writer.
- I have a strong existing marketing presence.
- I am committed to completing learning opportunities I begin.
- I have been nominated by a current ChangeWorks Professional.
- I am in the position to invest in myself and my business without pain.

The ChangeWorks® Professional Development Plan —

The process of becoming a fully-trained ChangeWorks Certified Master Practitioner is divided into several parts and can be completed at each professional's desired pace:

Part 1: **ChangeWorks® Essentials**

As a Candidate, you begin by experiencing a series of four 90-minute **private training** sessions. This series is designed to provide you with a fully-customized learning experience and a quick start to integrating ChangeWorks into your practice. The course is conducted via webinar, 1-on-1 with a ChangeWorks Certifier, scheduled at your convenience and recorded for your ongoing reference. Upon completion, you are fully-equipped to design, administer and interpret ChangeGrids for your clients.

Part 2: **ChangeWorks® Practitioner**

Your training continues by participating in a series of eight 2-hour **webinars**. These sessions are intended to provide you with an in depth understanding of the key concepts, skills, tools and techniques of the ChangeWorks System. The course is conducted by T. Falcon Napier and recorded for your ongoing reference.

Part 3: **ChangeWorks® Master Practitioner**

During this 3-day **live workshop**, you'll practice the full range of applications of the ChangeGrid with other ChangeWorks professionals. You'll also explore several advanced concepts in tension management, understand deeper layers of the ChangeGrid and develop greater fluency in ChangeGrid debriefing techniques. The course is conducted by T. Falcon Napier.

Part 4: **ChangeWorks® Certified Master Practitioner**

Upon successful completion of Parts 1-3 and reaching a variety of experiential milestones, you are eligible to participate in the certification examination process. This includes a performance review, a series of audited ChangeGrid readings and both written and practical examinations.

Part 5: **ChangeWorks® Ongoing Education**

Every week, ChangeWorks Professionals are invited to participate in a variety of educational opportunities designed to deepen their understand, improve their skills, and enhance their effectiveness in using the ChangeWorks System. These webinars are packed with creative integrations, best practices, marketing ideas, interesting ChangeGrids, advanced concepts and practical applications of ChangeWorks.

BONUS: **MasterStream:Essentials Sales Skills Training (\$395 value)**

We're best know around the world for our sales skills training program, MasterStream — which is based on the concepts covered in your ChangeWorks training. This series of three 2-hour webinars has been specifically customized for human development professionals and provides insights and techniques for securing a new client in a natural, comfortable and honorable way. Applying the principles of tension management, MasterStream will immediately reduce your presentation time, increase your closing rate and virtually eliminate objections.

BONUS: **ChangeWorks® Certified Trainer (\$2,500 value)**

Once you achieve the Certified Master Practitioner designation, you are eligible to become a ChangeWorks Certified Trainer. This is an optional 3-day **live workshop** intended exclusively for qualified Certified Master Practitioners who would like to expand their ChangeWorks businesses by offering their clients student-level training programs up to several days in duration. At the conclusion of this online workshop, we provide graduates with a Facilitator's Manual, Presentation Slides & Workbook Samples.

ChangeWorks® Training & Support Fees —

ChangeWorks Training & Support fees cover the complete ChangeWorks Professional Development Plan, comprehensive support and a **full year** of unlimited access to the ChangeWorks System, allowing you to create as many profiles as you wish for your prospects and clients at no additional charge.

We offer 2 payment options:

A) The standard Training & Support fee is \$5,500 which represents an initial payment of \$2,500 followed by 12 monthly payments of \$250 each. This option renews on a month-by-month basis for \$250 per month.

B) For individuals who wish to save \$1,000 off the standard Training & Support fee, we offer 3 monthly payments of \$1,500 each for a total of \$4,500. This option renews on a month-by-month basis for \$200 per month.

The package includes:

Complete Professional Development Plan —

- Pre-Training ChangeWorks Profile & Personalized Reading
- Four 90-minute private ChangeWorks Essentials training sessions
- Access to recordings of your private ChangeWorks Essentials webinars
- Eight 2-hour ChangeWorks Practitioner training webinars
- Private Q&A with a ChangeWorks Certifier during the course
- One 3-day ChangeWorks Master Practitioner live workshop
- Certified ChangeWorks Master Practitioner testing
- Three 2-hour BONUS MasterStream Essentials sales skills training webinars
- One 3-day BONUS ChangeWorks Certified Trainer live workshop
- ChangeWorks Workbook and Quick Reference Guides

UNLIMITED ChangeWorks System Access —

- A FULL-YEAR of unlimited access to the online ChangeWorks System
- Create as many Individual, Group, Duo, 360, Research, Marketing and Intake profiles as you wish!
- Live telephone support, system tutorials and email support

ChangeWorks Ongoing Education Services —

- Invitations to weekly ChangeWorks Forum, Business Builder, Application and Advanced Concept webinars
- Unlimited repeats of the ChangeWorks Practitioner webinar series and Master Practitioner workshop

Access to ChangeWorks training archives —

- Access to recordings of all prior ChangeWorks Practitioner webinar series
- Access to recordings of all prior ChangeWorks Forum webinars
- Access to recordings of all prior ChangeWorks Business Builder webinar series
- Access to recordings of all prior ChangeWorks Application webinar series
- Access to recordings of all prior ChangeWorks Advanced Concepts webinar series

ChangeWorks Marketing Support Services —

- TensionManagementInstitute.org Listing
- Customized Marketing Materials
- ChangeWorks Marketing Collateral library

ChangeWorks Residual Income —

- Earn commissions and referral fees on the sale of corporate licenses and professional certifications.

To Apply —

For more information contact Dave Miller, Licensed ChangeWorks Certifier, at (215) 968-2483