

ChangeWorks!

Personal & Professional Change Management System

ChangeWorks® Essentials Practitioner Training Program Briefing

The ChangeWorks® Practitioner Designation —

Candidates for the ChangeWorks Practitioner designation begin by completing the ChangeWorks Essentials training program. The program prepares and permits the professional to market and provide services related to the ChangeGrid® Performance Coaching Tool, including: design, administration, compilation and interpretation of individual, group and research/marketing ChangeWorks profiles using our proprietary online system.

The ChangeWorks® Essentials Curriculum —

The ChangeWorks Essentials training program is offered in both a group format as well as a private format.

The 4-week Essentials Group Training Program:

Candidates electing the group training format participate in a weekly 90-minute webinar for 4 consecutive weeks. All sessions are recorded so that candidates can review the coursework whenever they would like and enable candidates who could not a live class to listen to the missed sessions at their convenience. In addition, pre-session and post-session application assignments and quizzes are conducted throughout the course.

Week 1: Topic -- Developing Activity Lists

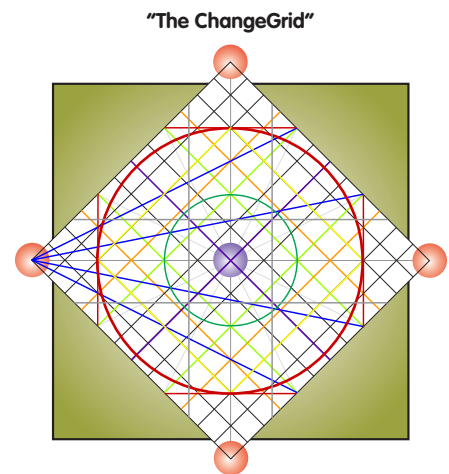
Application -- Using the ChangeGrid with Individual Clients

The secret to a powerful ChangeWorks experience is a well-developed list of mission-critical activities. This week, candidates learn how to craft customized activity lists and put them to immediate use with their actual clients.

Week 2: Topic -- Basic ChangeGrid Interpretation

Application -- Using the ChangeGrid for Marketing Purposes

Understanding what the ChangeGrid reveals and sharing those insights with your client is the focus this week. You will learn the basic concepts, explore the reference guides and practice debriefing ChangeGrids during the webinar and with your actual clients following the session.



Week 3: Topic -- ChangeGrid Applications

Application -- Using the ChangeGrid with Groups and Research Projects

While the ChangeGrid has been used extensively across a very wide range of practical applications, it is primarily used in three ways: 1) as an insight tool for working with your individual clients, 2) as a research and marketing tool for building your practice, and 3) as a group needs assessment for your larger clients. This week, we explore all three.

Week 4: Topic -- Action Planning

Application -- Using Action Planning and Journaling with Clients.

Based on the information the ChangeGrid reveals, your next task is to develop customized action plans for assisting your clients in achieving the results they want most. This week equips you with a comprehensive set of "ChangeGrid Maneuvers" designed to give your clients the perfect combination of support and guidance to get them on track and keep them on track for reaching their goals.

The 4-week Essentials Private Training Program:

You may also choose to attend Essentials training privately. This option is designed for professionals who prefer a fully-customized learning experience and a quicker launch in integrating ChangeWorks into their practices. The course is conducted 1-on-1 with a ChangeWorks Certifier, scheduled at your convenience and recorded for your ongoing reference.

ChangeWorks® Essentials Tuition —

The tuition for the ChangeWorks Essentials training in the **group** format is \$1,295.

The tuition for the ChangeWorks Essentials training in the **private** format is \$1,495. (\$1,295 until August 31st) If you would like to share your private training with a partner or colleague, the tuition is \$1,295 each. (\$995 until August 31st)

Your tuition includes:

- Four 90-minute ChangeWorks Essentials webinars, once each week for four consecutive weeks
- Access to recordings of all ChangeWorks Essentials webinars
- Pre- and post-session application assignments
- Private coaching with your ChangeWorks Certifier during the course
- 4 weeks of unlimited Gold Level ChangeWorks System Access
- Passport to future 12-hour ChangeWorks Practitioner webinar series
- Access to recordings of prior 12-hour ChangeWorks Practitioner webinar series
- ChangeWorks Practitioner webinar series Workbook and Quick Reference Guides
- Unlimited repeats of the group format ChangeWorks Essentials program as an auditor
- Invitations to the ChangeWorks Forum ongoing educational series
- Access to recordings of all ChangeWorks Forum webinars
- Your own ChangeWorks Profile & Personalized Reading

Post-Graduation ChangeWorks® Ongoing Education & Support Services —

ChangeWorks Practitioners are NOT required to pay any sort of an ongoing licensing or support fee. Instead, they have a choice between several ChangeWorks System Usage & Support packages. Each CP selects the package that best matches the needs of their business objectives.

To Register —

To sign up for ChangeWorks Essentials, check with the person who gave you this briefing or call Linda Napier at (704) 987-6500.