**Certified ChangeWorks® System Coach**

**Complete Briefing for Independent Coaching Professionals**

**Announcement —**

Tuesday, June 19 we will begin a NEW, LIVE 8-week webinar series in ChangeWorks® specifically for professional coaches. The purpose of this series is to produce the recordings we will use for all future enrollments. We’re looking for about 25 of our current and former ChangeWorks® professionals to participate in the recordings.

**Overview —**

“Change is the central activity of the human experience. It is the heart

of every relationship and the purpose of every job.” - T. Falcon Napier

No one understands this more than professionals working in the field of human development as independent coaches. 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 coach to understand and support their clients in manifesting those changes as quickly, efficiently and effectively as possible.

But the climate for coaching is changing! As more and more coaches have entered the marketplace, coaching has become a bit of a commodity, which, in turn, has negatively impacted the fees coaches command. Increasing competition and eroding compensation are the two greatest challenges coaches now face in the marketplace — so increasing the value you bring to your clients and strongly differentiating yourself from all other coaches is of paramount importance to survive and thrive as a coach today.

For over 35 years, we’ve been training, licensing and supporting human development professionals of every variety from independent trainers, speakers, consultants and therapists to corporate-based managers, executives and owners in the principles of Tension Management® and the tools we’ve developed to help harness its potential in the lives of our clients.

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 face. The ChangeGrid® is descriptive, predictive and prescriptive — designed to answer four powerful questions about each of those situations:

 1) How READY are they to handle their situation?

 2) How ENGAGED are they in performing 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, Certified ChangeWorks® System Coaches help their clients reach clarity faster than any known method; stimulate deeper, more powerful conversations; dramatically accelerate the change process and achieve more of the outcomes their clients want most.

Certified ChangeWorks® System Coaches are a very rare and elite group of individuals, trained to do something that no computer can do — extract and interpret the vast amount of information a ChangeGrid® reveals.

**How do Certified ChangeWorks® System Coaches make money?**

There are many ways that ChangeWorks® System Coaches use the ChangeGrid® in building their practices:

• 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.

• As a selling tool, with the benefit of seeing a prospective client’s ChangeGrid® in advance of meeting with them, it’s easier for you to pinpoint their issues of greatest importance and urgency — and secure them as your 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 the coaching relationship — a mirror that reflects the client’s situation in a new and powerful light, allowing them to explore possibilities and compare options.

• As a natural follow-up to psychometric experiences, the ChangeGrid® predicts the likelihood of behavioral change and prescribes a strategy to support the individual in manifesting the changes recommended by the psychometric tool.

• As a perpetuation engine, the ChangeGrid® allows the professional to foster longer, mutually-beneficial business relationships by revealing additional work that needs to be completed — and solid reasons why the relationship needs to continue.

• As a way of supporting ROI, the ChangeGrid® provides a unique way to track progress, measure results and prove value.

• Even without using the ChangeGrid® itself, your knowledge of Tension Management® will improve your ability to communicate with and powerfully influence others.

**How to Become a Certified ChangeWorks® System Coach —**

Becoming a Certified ChangeWorks® System Coach is easy — and structured to provide you with maximum flexibility in the process of discovery, learning and mastery.

Candidates for the Certified ChangeWorks® System Coach designation begin by completing the “ChangeWorks® Essentials” course. The course has four parts: Discovery Sessions, Discussion Sessions, Dialogue Sessions and Demonstration Sessions.

**Discovery Sessions** — The core content of ChangeWorks® Essentials is presented through a series of eight 60-minute LIVE “Discovery Session” webinars, which are recorded and made accessible online 24/7. Discovery Sessions are intended to provide you with a thorough understanding of the key concepts, skills, tools and techniques of the ChangeWorks® Coaching System. The recordings allow you to complete the series at your own pace and in your own timeframe.

**Discussion Sessions** — As a companion to each Discovery Session, members of the ChangeWorks® Faculty have recorded a 1-hour discussion and demonstration of the principles and skills covered in each Discovery Session for participants to review.

**Dialogue Sessions** — Offered at least once each week, these 90-minute LIVE “Dialogue Session” webinars are facilitated by members of our faculty and coaching team. Dialogue Sessions offer you an opportunity to have your questions answered and practice applying what you’ve learned during the Discovery Sessions to actual coaching situations with other candidates. Each Dialogue Session is a “standalone” experience, so you are free to choose which sessions you attend, but you must complete a minimum of EIGHT Dialogue Sessions in order to graduate.

**Demonstration Sessions** — Once you have completed all of the Discovery Sessions and Dialogue Sessions required for graduation, you are eligible to schedule a 1-hour PRIVATE “Demonstration Session” during which you will demonstrate your ability to apply what you have learned in an actual coaching session with a member of our faculty and coaching team.

Upon successful completion of your Demonstration Session (and payment of all fees), you will be granted the designation of Certified ChangeWorks® System Coach. If you are affiliated with the ICF, you may also be eligible to receive 28 CCEU’s.

As a Certified ChangeWorks® System Coach, you are fully-equipped to apply the principles of tension management throughout your practice — and design, administer and interpret Individual ChangeWorks® Profiles for your clients.

**The ChangeWorks® Essentials Course Outline —**

**Session 1: The Nature of Change**

**Session 2: Understanding Productive Tension**

**Session 3: The Path of Self Discovery**

**Session 4: The Oracle of the Self**

**Session 5: Developing Action Plans**

**Session 6: The Merging of Brilliance**

**Session 7: Deeper Understanding**

**Session 8: Self-Coaching**

**Your Tuition Includes —**

**During the course —**

• Eight 60-minute LIVE ChangeWorks® Essentials Discovery Session webinars, once each week for eight consecutive weeks

• Eight 90-minute LIVE ChangeWorks® Essentials Dialogue Session webinars, presented weekly.

• Eight 60-minute recorded “ChangeWorks® Essentials: Discussion Sessions”

• ChangeWorks® Essentials Handouts and Quick Reference Guides

• Your own ChangeWorks® Profile & Personalized Reading by a Faculty Member

• Access to recordings of all ChangeWorks® Essentials webinars

• Private coaching with your ChangeWorks® Faculty Member during the course

**After the course —**

• LIFETIME, 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, which you may provide to your clients at no charge or SELL at whatever price you choose.

• ChangeWorks® Community Membership to GIFT or SELL to your clients, including LIFETIME access to their own online ChangeWorks® Interactive Profile and a course in Mastering Personal Change.

• My Personal ChangeGrid® for ongoing, self-application.

**FREE Program Reinforcement —**

• Unlimited repeats of the ChangeWorks® Essentials webinar series.

• Unlimited participation in ongoing ChangeWorks® Dialogue sessions.

**FREE Ongoing Education —**

• Invitations to the weekly ChangeWorks® Forum ongoing educational series

• Access to recordings of all ChangeWorks® Forum webinars

**FREE Enrichment Programs —**

• FREE “The ChangeGrid: Layer-by-Layer” Enrichment Program

This collection of ten 1-hour webinars examines the ChangeGrid’s 10 major layers of insights and information. These webinars provide ChangeWorks® Professionals with a rich depth of knowledge and a broad spectrum of understanding that adds value to the quality of the ChangeGrid® interpretations they deliver.

• FREE “The Comprehensive Adjective Map” Enrichment Program

This series of five 1-hour webinars introduces you to the Comprehensive Adjective Map — an advanced reference tool for interpreting the ChangeGrid®. The webinars explore the adjective mapping process and provides a thorough examination of unique descriptors found at each coordinate pair.

• FREE “The Path of Self-Discovery” Enrichment Program

This series of two 2-hour webinars provides an in-depth exploration of our questioning technique.

• FREE “Building a Career That Matters” Enrichment Program

This series of almost 100 HOURS of training covers just about every aspect of building and maintain a successful private practice.

• FREE “MasterStream: Essentials” Enrichment Program

We’re best known 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.

**Certified ChangeWorks® System Coach Training & Support Fees —**

For **new** students, general tuition for the ChangeWorks® Essentials course and all of the support services we provide is $3,500. We offer 2 payment options:

 A) Initial Payment of $1,500, followed by 4 monthly payments of $500 each

 B) Single Payment of $3,000, reflecting a discount of $500

For Professionals who have completed ANY of our ChangeWorks® courses in the past, general tuition for the ChangeWorks® Essentials course and all of the support services we provide is $2,500. We offer 2 payment options:

 A) Initial Payment of $1,500, followed by 2 monthly payments of $500 each

 B) Single Payment of $2,000, reflecting a discount of $500

**FOR THE COURSE BEGINNING JUNE 19, the fee is just $1000!**

Graduates who are also members of the ICF may be eligible for 28 CCEUs in Core Coaching Competencies upon successful completion of the course and payment of all fees.

For more information or to enroll in the course, please contact

Linda Napier at 704-996-4590 or lnapier@masterstream.com