

# CRG ASSESSMENT SYSTEMS CERTIFICATION



EQUIPPING OUR WORLD TO LIVE, LEAD, AND WORK ON PURPOSE!



There's no shortcut to reach change. The **CRG Assessment Systems Certification Workshop** is a very good training course that reached every one of the participants. We now have a number of powerful tools to help our clients achieve their goals, perform better, and change!

**Mikael and Karin Berggren**  
MMD International, Sweden

## Learn why over 80% of Professionals and Participants Prefer CRG Assessment Systems.

Have you ever wondered why . . .

- Less than 10% of the population is living **on purpose**?
- Only 8% of new entrepreneurial ventures make it to year 10?
- 75% of employees feel that there is a lack of leadership skills within their organization?
- 50% of employees are completely disengaged from their work responsibilities?

CRG was founded by Dr. Terry Anderson over 30 years ago, in 1979, because he discovered gaps—even misrepresentations—in many of the assessments offered in the marketplace.

A university professor, he could not find a single style assessment that

- Was self-scoring and permitted self-interpretation;
- Honored the participant in the design;
- Was user-friendly and easy to understand;
- Had reliable research;
- Did not require certification to implement;
- Considered a multi-theory approach to its design;
- Included a holistic model for development.

So in sheer frustration, CRG created its first assessment: the **Personal Style Indicator**.

Unfortunately, many flawed assessments are still in use today. When you compare our model and resources to others in the marketplace, you'll find we are unique in the industry. If you think we are similar, the differences will be clear after you've attended our Certification workshop.

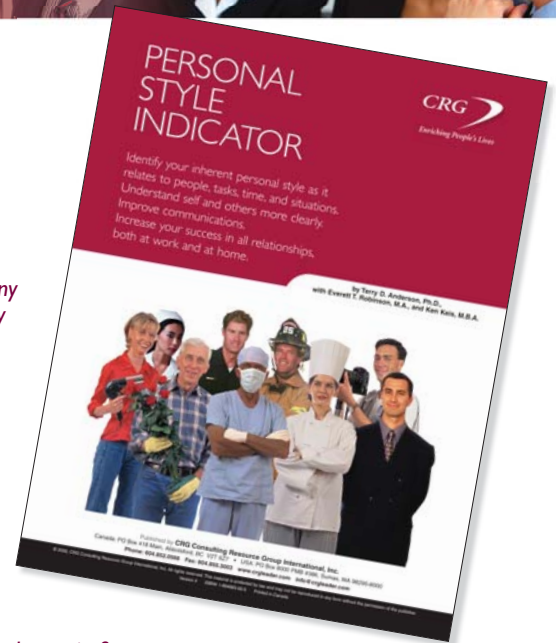
CRG coined the phrase “we give psychology away for the benefit of the learner.” The response to our pioneering approach has been so positive that CRG expanded to create a comprehensive system of assessments and support materials containing 3 million words.

*I soon realized there is more than one tool to use to accomplish your goals. The set of tools presented in the **CRG Assessment Systems Certification Workshop** is Awesome and so easy to understand.*

**Bev Asmann**  
Blueberry First Nations

*A few years back, a Fortune 500 company asked CRG to deploy a communications program nationally to several thousand participants. At first we agreed to the project. Then we discovered that the decision-makers wanted us to use one of the flawed style assessments.*

*At the risk of losing a large six-figure contract, we refused to conduct the program unless the **Personal Style Indicator** replaced the other assessment. The client agreed to swap out the style assessment and later thanked us for our commitment to our core values of operating with integrity.*



Our system is available in 8 languages and is in active use in 33 countries and growing.

**Here's how we approach assessments.**

- CRG assessments teach people how to fish. We don't create a co-dependent relationship with participants. Many other assessments have little value without a debrief from a certified consultant.
- Our assessments complement one another, thus enabling fast-tracked, holistic development.
- CRG assessments yield results that make it easy for participants to act instantly, intentionally, and independently.
- Participants don't want to take tests. They prefer communications tools that provide them with a path toward living, leading, and working **on purpose**. We provide the means for people to achieve their goals.
- CRG redefines the stereotypical definition of extroversion and introversion and provides a new framework for describing behaviors and performance.

*This is a program that has significant relevance, irrelevant of your rocks in life. The program has a natural flow, encourages participation and provides the basis for what I require to improve and develop, A great environment and satisfied all my expectations.*

**Bill Van Nierop**  
AgExcellence Pty Ltd., Australia



## Developing the Whole Person is Critical to Long-Term Success

CRG created the **Personality Development Factors Model** as a framework to the holistic development of others. Over 3 decades ago, CRG recognized that no single measurement or assessment could or should capture the totality of any person.

To address and honor the complexity of the human condition, CRG has produced and fine-tuned its proprietary assessment system over the past 30 years. The system provides individuals and professionals with a family of congruently designed solutions. We address the conflict, chaos, and confusion that occurs when professionals or individuals use resources from multiple sources.

CRG is best known for its breakthrough design for measuring style with our **Personal Style Indicator** but we realized we could not stop at the concept of style. CRG has created assessments to measure stress and health practices, self-worth levels, core values, entrepreneurial success factors, leadership skills, learning and instructional styles, plus others.

We will cover all these issues and more during the **CRG Assessment Systems Certification** workshop.

We look forward to having you join us for an exciting and enlightening 3 days.

## Personality Development Factors Model



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*I kept saying that I didn't have enough time to take to come to training (code for – I hate group training). But, in fact, the group environment was the greatest joy of the days and is really what caused me to learn how to see the resources and make key changes in our business.*

**Carolyn B Thompson**  
Training Systems Inc.

*The **CRG Assessment Systems Certification Workshop** is a program that will serve me in all aspects of my personal and professional development. It was presented clearly, in a fun and trusting environment. Ken, I appreciate the candor, your professionalism, and your competence in all aspects of a great program..*

**Patrick Francey**  
Hanlen Consulting Inc.

# Workshop Details

## CRG Assessment Systems Certification Level

### DAY 1

- Learn how to assess individuals using CRG's Readiness and Willingness Model™ to understand why people succeed and fail.
- Discover the one attribute all individuals must have to successfully interact with others.
- Understand the power of CRG's holistic approach to development through our proprietary Personality Factors Development Model™.
- Comprehend the distinct advantage of CRG's Personal Style Model™.
- Why most definitions of Extroversion and Introversion are destructive to performance and how CRG has addressed many of the industry's and society's misconceptions on this topic.
- Learn a quick method to determine a person's potential style pattern and enjoy an introduction to Why Aren't You More Like Me?™.
- Ascertain how to increase staff and individual performance by using CRG's job-style compatibility system.
- Enjoy hands-on practice with CRG assessments and Personal Style models.

### DAY 2

- Understand the core reasons why over 80% of professionals permanently switch to CRG resources from alternatives such as DiSC, MBTI, True Colors, and others.
- Appreciate how different Selling Styles affect buying behaviors and results and an introduction to Why Don't You Sell The Way That I Buy?™
- Learn how to assess a person's entrepreneurial style and his or her entrepreneurial success factors compared to 4000 successful entrepreneurs.
- Recognize the significance of understanding Instructional and Learning Styles and check out Why Don't You Teach The Way That I Learn?™.
- Learn about CRG's extensive team-assessment and team-development system.
- Help others discover and live their **purpose** through CRG's **Source** discovery process.
- Use CRG's exclusive situational self-worth model to confirm and improve self-worth levels.
- Determine stress and wellness levels in five specific categories.
- Learn a method to determine actual values versus perceived values.
- Study CRG's comprehensive Transforming Leadership Model™.

### DAY 3

- Learn how CRG's online assessments and learning processes and services function and operate.
- Find out about CRG's exceptional business and professional resources and how they can support you to achieve your goals and objectives.
- Discover proven methods and applications for implementing CRG's resources into your organization or business.
- Learn how to integrate what you have learned into what you are already doing.
- Develop your perfect customer/employee/partner criteria list.
- Determine how you can leverage CRG's intellectual content and program development to provide solutions for your constituents and clients.
- Understand the financial potential of our referral-based business model.
- Document your personal plan and implementation strategy to put into action the next morning.
- Receive feedback on your plan from colleagues/experts in the field and use that live coaching to confirm, improve, and adjust your objectives and plans for your organization.

## Special Note to Participants

This intensive, interactive 3-day workshop calls for 100% attendance and commitment with no other activities, meetings, or responsibilities scheduled while you attend the event.

To achieve Certification, you must attend the entire event. Missing any segment or section of the workshop or leaving early will void your Certification. If that happens, to gain Certification status, you must pay the alumni fee and re-attend the CRG Certification workshop at a later date.

## The CRG Guarantee

When you attend our public Certification workshop, we guarantee your satisfaction. If, after you attend the entire 3 days of the Certification workshop, you do not feel it provided value equal to your investment, you have been our guest.

To qualify for a refund (*minus a \$200 admin fee*), you must have attended 100% of the Certification sessions and communicated your desire for a refund prior to your departure at the end of Day 3.

- You will be required to leave behind all workshop materials, handouts, and books and you will not qualify for any Certification and/or licensed status with CRG.

The above policy does not apply to in-service workshops.

**Note:** This workshop agenda is for information purposes only and may be subject to change or adjustment without notice to participants or attendees.

## CRG CERTIFICATION SCHEDULE

**REGISTER NOW!**



### 2012 DATES AND LOCATIONS

**DATE:** Feb 16 - 18  
**LOCATION:** Vancouver, BC

**DATE:** May 24 - 26  
**LOCATION:** Vancouver, BC

**DATE:** July 19 - 21  
**LOCATION:** Vancouver, BC

**DATE:** October 18 - 20  
**LOCATION:** Vancouver, BC

The 3-day **CRG Assessment Systems Certification Workshop** is an experience in personal growth—a breakthrough to get you focused on **living on purpose**. It also is a business development process. Not only did I thoroughly enjoy the 3 days and the relationships I have created, I would recommend this program to anyone. It can add substantial value to your life and business.

**Brad Tonini**  
Tonini Group  
Australia



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Abbotsford, BC V2T 6Z7

USA: PO Box 8000 PMB #386  
Sumas, WA 98295-8000

Phone: 604.852.0566  
Fax: 604.850.3003

www.crgleader.com  
info@crgleader.com

## Registration

### 5 Easy Ways to Register for the CRG Assessment Systems Certification Workshop

- 1. Web:** Register and pay online at [www.crgleader.com](http://www.crgleader.com).
- 2. Phone:** Call Monday to Friday, 8:30 AM to 5:00 PM, Pacific Time, or leave a detailed message on our 24/7 voicemail system: 604 852-0566.
- 3. Email:** Forward all your details, including method of payment, to [info@crgleader.com](mailto:info@crgleader.com).
- 4. Fax:** Complete the registration form and fax it to 604 850-3003.
- 5. Mail:** Complete the registration form and mail it with payment.

**Canada:** CRG, PO Box 418 Main,  
Abbotsford, BC V2T 6Z7

**USA:** CRG, PO Box 8000 PMB #386  
Sumas, WA 98295-8000

### PARTICIPATION INFORMATION

NAME \_\_\_\_\_ COMPANY \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ PROVINCE/STATE \_\_\_\_\_ POSTAL/ZIP CODE \_\_\_\_\_  
PHONE NUMBER \_\_\_\_\_  
EMAIL ADDRESS \_\_\_\_\_

**Method of Payment**     VISA     MASTERCARD     CHECK

NAME (as shown on card) \_\_\_\_\_  
CARD NUMBER \_\_\_\_\_  
EXPIRY DATE \_\_\_\_\_  
SIGNATURE (as shown on card) \_\_\_\_\_

### Registration Fee for CRG Assessment Systems Certification

**\$1997** Please add 12% HST

#### Multiple-Person Discounts

**\$1497** When more than one person attends from the same organization, a 25% discount applies to everyone after the first fully paid registration.

#### Large Group Discounts

**\$1997** for the first person

**\$997** for each successive attendee

When 5 or more people from one organization register at the same time, CRG provides a 50% discount for all registrants after the first fully paid registration. To qualify, all registrations must pay in full simultaneously.

**Note:** CRG permits the above participants to attend different sessions so your entire team is not out of the office at the same time.

Please directly contact the CRG office to facilitate payment of large group discounts.

#### Alumni Re-Audit Registration

**\$597** Many people who have attended the CRG Assessment Systems Certification workshop want to re-attend as a refresher and to integrate the very latest information and CRG resources into their processes. After you have attended once, come as many times as you wish for only \$597 per Certification workshop

### In-House or In-Service Certification Workshops

If you wish to host your own private CRG Assessment Systems Certification workshop, CRG will travel to your specified location. A package price of \$20,000 is your investment. Conducted by our senior facilitator, the workshop includes \$1200.00 worth of materials per participant for up to 20 attendees. Travel expenses and shipping costs for materials are not included. While there is no limit to the size of your group, there is a materials fee for each attendee over the 20 attendees included in the package. Please call us for more details.

#### Registration and Fees

The enrolment fee includes admission, program materials valued at \$1200.00, all prework assessments, and refreshments during the breaks. Prices are subject to change without notice. The full fee, payable in advance, is required before deployment of the required pre-work.

#### Cancellation and Refund Policy

If you are unable to attend your scheduled workshop, you may assign your seat to someone else. If you can not find another person to take your place, CRG will credit your account and reschedule you at the next available Certification session. If you cancel or postpone your attendance less than 30 days before the date of the event, you are automatically subject to a \$200 materials recovery fee. No cash refunds are provided.

Learn about CRG measurement strategies and resources that will offer amazing freedom, clarity, and direction for you, your clients, and your organization

## Who Should Attend?

CRG Assessment Systems Certification is for internal and external professional developers. Attendees include, but are not limited to, career developers, coaches, consultants, speakers, HR and organizational development professionals, educators, leaders, pastors, mentors, relationship counselors, wellness professionals, and many more.

CRG offers a professional referral fee. International publishers, national seminar companies, joint-venture marketing firms, network marketing groups, professional associations, not-for-profit organizations, and others also attend the CRG Certification to leverage our solutions for their constituents and their networks.

## Who is the Target Audience?

CRG resources are used with individuals age 15 (sometimes younger) and up—from middle school to the boardroom and everyone in between. For example, CRG resources are currently in use with at-risk youth to reintegrate them into society and in the executive suites of Fortune 500 companies.

CRG solutions apply, whether you are a frontline staff member or CEO of a multibillion-dollar organization. The range and flexibility of CRG resources make them the exclusive choice of organizations desiring a seamless and congruent message through their assessment practices.

## Some Resources are Available in Multiple Languages



*If you are interested in translating for CRG or in becoming a language partner, please contact us.*

## Examples of Applications

There are no limits to the applications for CRG resources. Use your imagination; tell us your needs. Here are a few examples of how our resources are being applied to get results for our clients.

- Hiring and Recruiting Strategies
- Career Development and Planning
- Change Management
- Executive Coaching
- Personal/Professional **Purpose**
- Entrepreneurship
- Leadership Development
- Job/Role Compatibility
- Sales Coaching and Performance
- Succession Planning
- Retaining Talent
- Team-Building
- Relationship Coaching
- Interpersonal Communications
- Supervisory Effectiveness
- Wellness Programs
- Academic/Student Success Processes
- Outplacement/Search Firms
- Customer Service
- Organizational Development
- Personnel Development Systems
- Parenting
- Workplace Training

## Unlimited Methods for Implementing CRG Solutions

CRG resources are flexible enough for use with a wide range of methodologies. Our assessments are available in print-based and online versions.

Here are a few ideas about how people are implementing CRG resources.

- Workshops/Seminars
- Online Assessments
- e-Learning Modules
- e-Books
- Experiential Training
- Tele-Seminars
- One-on-One Coaching
- Webinars
- Pod Casts
- Home-Study Courses
- Educational Curriculum/Courses
- Tele-Coaching
- Board Games
- Computer Games
- Case Studies
- Group Coaching
- Audio Programs
- TV/Radio Programs
- Books
- Articles
- DVDs
- Keynote Presentations
- And many more!