

Course Outline

CRG Assessment Systems Workshop Objectives

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 core reasons why over 80% of professionals permanently switch to CRG resources from alternatives such as DiSC, MBTI, True Colors, and others.
- 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.
- 8:30 am - 10:00 pm (12 hours) Evening session has the participant teach-back the learning from the day's activities.

Day's Outcomes:

- Improving self-awareness and self-management skills – (strengths, challenges, reactions to stress, leadership implications).
- Increased knowledge of communication performance and personal style preferences within a team/company (team compatibility).
- Knowledge of CRG's Personal Style Model so that it becomes second nature when communicating with others (personal plan to increase effectiveness with co-workers and clients).

Day 2

- Appreciate how different Selling Style affect buying behaviors and results as well as 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 **Quest** 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.
- Elevate your learning to a new level in a specially-designed activity.
- 8:30 am - 10:00 pm (12 hours) Evening session has the participant teach-back the learning from the day's activities.

Day's Outcomes:

- Learn a customer-focused selling philosophy and process.
- Understand the dynamics of credibility with customers and co-workers.
- Development of a personal action plan to incorporate the day's learnings.

Day 3

- Study CRG's comprehensive **Transforming Leadership Model™** including CRG's **Leadership Skills 360°** assessment.
- 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.
- 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.
- 8:30 am – 5:30 pm (7 hours) Review Quiz and Certificate

Day's Outcomes:

- Understand how and when to use a 360° assessment.
- Identify your "perfect customer".
- What you need to do to integrate your new learning into your business.
- Document your implementation strategy.

Transforming Leadership Intensive

- Completion of an **LSI-360°** (others' to be completed by the CEO, peers, subordinates)
- Meeting to debrief the private and confidential interviews with staff members and the **LSI-360°** results.
- Implement an executive development coaching model monthly for one year.
- Dr. Keis will come back after a year to interview cores individuals to confirm behavioral changes.



Outcomes:

- Specific steps required for behavioral change.
- Changes being made as confirmed by CEO and co-workers.

Total Cost for this one year program is \$15,000. This includes Dr. Keis' time with the key stakeholders both in person and via monthly telephone coaching calls as well as conducting an **LSI-360°** evaluation.