

Directive Communication Psychology Trainer Certification

The Train the Trainer Program
with a Profound Difference



What makes this Train the Trainer Program different?

- A complete Training system that gets Fast Visible Results in your Training or Consulting
- International Recognition and Credibility
- Programs that get up to 42% better implementation
- DC Training Tools & Integrated Training & Organizational Development System
- Accreditation from the American Institute of Business Psychology
- DC360 Organizational Development System that locks clients in for continuous Training

The Essential Modules for DC Trainer Certification

- Foundations in Directive Communication Psychology and The Colored Brain
- Human Motivation and Drive
- Mastery in Dynamic Speaking and Facilitation
- DC Based Curriculum Development

*Starter Pack Get the ALL 4 Required Trainer Certification Modules and Materials to Train, Coach, and Apply Directive Communication Psychology including the Colored Brain Module, PLUS DC Product Resale Rights
USD2,680*

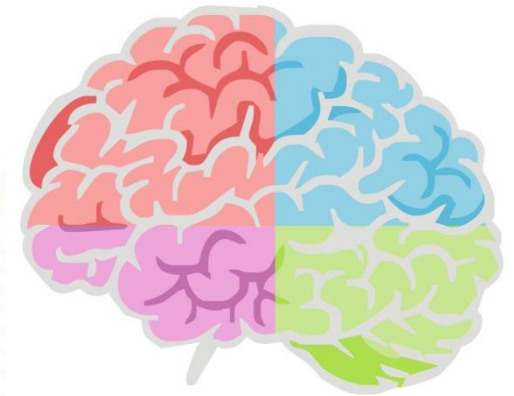


Module #1

3 Days

Foundations in Directive Communication Psychology and The Colored Brain Introduction to DC Psychology

- Psychological "Rules of Engagement"
- Coloured Brain Communication Applications
- Behavioural Psychology Based Methodology
- A NeuroScience Approach to Modern Learning & Development
- Implementing CBCI for Organisational Development & Personal Effectiveness



Module #1

Quickly and Visibly Improve the Effectiveness of Teams, Leadership, and Personal Productivity

with the Directive Communication Psychology Colored Brain Method

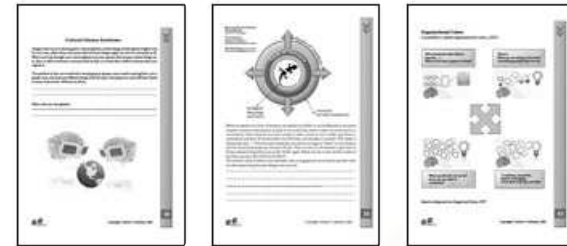
Colored Brain is the most popular training module and also the foundation for your return business. By identifying the way our brain is genetically processing the world around us, we can train others to overcome misunderstanding, conflict, and wastage of individual and group potential. By assisting training participant an awareness of these “Brain Communication” processes, we maximize their ability act intelligently, we move them to promote their natural gifts and use them to maximize ability. This awareness also assists in developing “software” for our brain to achieve greater competence across various disciplines. When we assist participants to understand others at a deeper level, we unleash their greater potential for relationships at work and at home, for easier learning and teaching, and for greater harmony and cooperation with their organization’s environment.

The CBCI psychometric profiling tool is the only tool on the market which allows you to identify how people process they experience in the world, how it affects their interaction and productivity with others and their ability to learn new skills. In the past six years, new advances in Human psychology have shown the importance of genetics in relationship to communication. If you are not Keeping up with the latest technology, you are falling behind. Become more valuable to your clients by showing them instant results in better communication and understanding with the Colored Brain and the CBCI, the latest in Management training tools and methods.

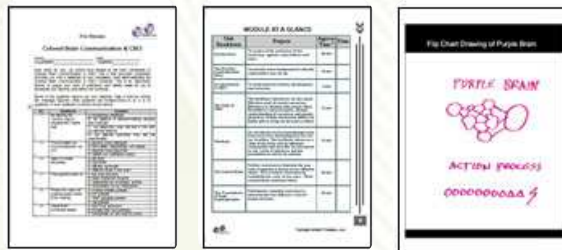
Sell the CBCI to your clients and make almost 70% Profit

Module #1 Includes

Colored Brain Communication
and the CBCI Participant Manual



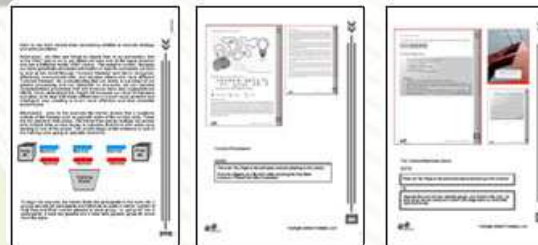
Colored Brain and the
CBCI Facilitators Guide



Each Guide Includes:

- Quick Glance Flash Cards
- Quick Glance Exercises and Games
- Quick Glance Delivery Notes/Timing
- Complete Delivery Guide
- Course Quizzes and Assessments

- Full scripts
- Questions
- Presentation and speaking tips
- Game scripts and more...



Module #1 Includes

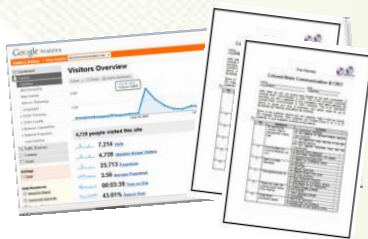
Colored Brain and the CBCI multi-media to complement for a competent delivery



- Presentation slides
- Instructional Videos
- Trainer Videos to Play in Class
- Presentation practice CDs and DVDs
- Soft copy of Colored Brain Communication Participants Manual so you can reprint it



Marketing materials to assist you in promoting Colored Brain based Programs including:



- Marketing letters and emails
- Follow up emails and replies
- Promo videos you can give away
- Graphics and artwork CDs for your own materials

Module #1 Includes

Colored Brain and the CBCI Proprietary Games and Tools and instructions

- CBCI
- CBC Cards
- Colored Glasses Game
- Colored Business Game
- World of Work Map



Module #2

2 Days

Human Motivation and Drive

- Fundamentals of Emotional Drivers & Team Motivation
- Human Drivers Challenge – 1 exercise, 8 learning points
- Application of CBC Cards for Effective Coaching & Mentoring
- Need Sucking – the primary reason Managers Fail
- Application of Human Driver Mirrored Assessment in Performance Management
- Postures - Harnessing the Power of the Mind Body Connection



Module #2

Human Motivation and Drive

Train topics like:

- Emotional Leadership
- Hypnotic Team Motivation
- Sales and Influence
- Coaching and Mentoring
- Maintaining Great Relationships



Module #2

Find Peoples Real Motivating Factors and the affects of Emotional Drive on Productivity

with the Directive Communication Psychology Emotional Drive Hierarchy

Organizational Emotional Drive builds on the Colored Brain applications in Module 1 to provide a greater scope of use in organisational development and training. When we understand emotional drive, we understand why act and react in groups. We understand why some things motivate us and other de-motivate us. And, we understand the psychological buttons to push to influence these groups.

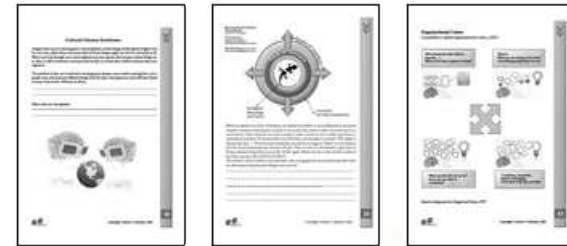
There are eight fundamental Emotional drivers. Each is present in everybody, but not all are of equal importance. Each is achieved in different ways and each of us has a different order of importance. We are constantly filling these drivers; sometimes in positive ways and sometimes not. This management training module provides the tools to easily identify the Emotional Dynamics and how they are being affected throughout the day. Great Performance is a balance of fulfilment and the Promise of fulfilment of each of the emotional drives.

Learn how to coach and train leaders, managers and entrepreneurs how to quickly and easily motivate their teams and departments. Inform them how to nurture passion in their people maximize personal and organizational effectiveness with emotional alignment and motivational fit.

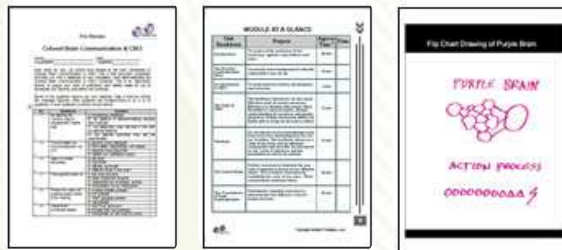
Sell the HDMA to your clients and make more than 60% Profit

Module #2 Includes

Human Motivation and Drive Participant Manual



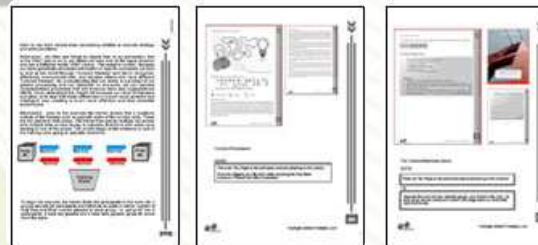
Human Motivation and Drive Facilitators Guide



Each Guide Includes:

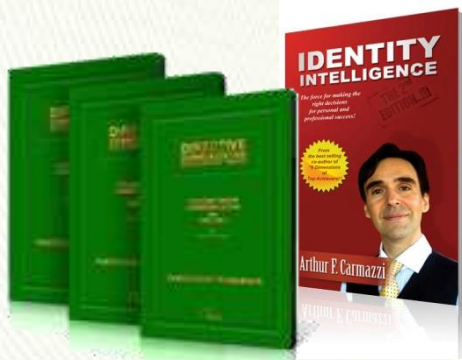
- Quick Glance Flash Cards
- Quick Glance Exercises and Games
- Quick Glance Delivery Notes/Timing
- Complete Delivery Guide
- Course Quizzes and Assessments

- Full scripts
- Questions
- Presentation and speaking tips
- Game scripts and more...



Module #2 Includes

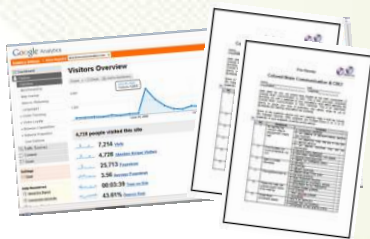
Human Motivation and Drive multi-media to complement for a competent delivery



- Presentation slides
- Instructional Videos
- Trainer Videos to Play in Class
- Presentation practice CDs and DVDs
- Soft copy of Colored Brain Communication Participants Manual so you can reprint it



Marketing materials to assist you in promoting Colored Brain based Programs including:



- Marketing letters and emails
- Follow up emails and replies
- Promo videos you can give away
- Graphics and artwork CDs for your own materials

Module #2 Includes

Human Motivation and Drive Proprietary Games and Tools and instructions

- HDMA
- Human Drivers Challenge
- Choudhury Mind Maze
- World of Work Map



Module #3

3 Days

Dynamic Speaking & Advanced Facilitation

- The Psychology of Inspiration
- Mastery in Group Dynamic Audience Engagement
- Psychology of Non-Verbal Communication
- Applying the power of DC postures to ALWAYS keep your audience engaged
- Mastery in the Psychology of Storytelling
- Mastering the 3 Steps of inspired Action – Get your audience to act on what they learned
- Experiential Learning & Practical Implementation

Module #3

Dynamic Speaking and Advanced Facilitation

Train topics like:

- Advanced Presentation Skills
- Public Speaking for Leaders
- Presenting for Influence and action
- Inspirational Speaking
- The Psychology of Advanced Facilitation and Speaking

Module #3

Learn the techniques to Transform Your Presentation and Facilitation to World Class Standing

with the Directive Communication Psychology for Group Influence

This advanced train the trainer module assumes you already have some presentation skills and takes those skills to the next level. Learn the 3 steps of inspiration that will move even the most difficult groups to action, learn how to deal with difficult people and situations in your workshops and turn them to your advantage, learn the strategies for guiding senior people on the same page and assist them to reach better strategic or vision objectives.

You will maximize your application of DC tools and training games to dramatically improve implementation of your learning's. This module will not only assist you to be a great facilitator, but will give you the psychological strategies to be a Motivational Speaker who can move others to emotion and action.

- Learn the foundations of Directive Communication Psychology as it applies to group inspiration and hypnosis
- Apply the DC 3 Steps of Inspiration model; combine it with Colored Brain and Emotional Drive to infuse more Action of your Topic
- Use Postures to create Powerful Presence that will guarantee your audiences pay attention and learn more of what you talk about
- Learn the Psychology of Stories and how to focus them into Mind Changing internalizations

Module #3 Includes

Dynamic Speaking and Advanced Facilitation Manual



This Manual Includes:

- Quick Reference to applying psychology in Speaking
- Quick Glance Exercises and Games
- Quick Glance Delivery Notes/Timing
- Complete Delivery Guidelines
- Course Quizzes and Assessments
- Management Decision Matrix Maze

Module #3 Includes

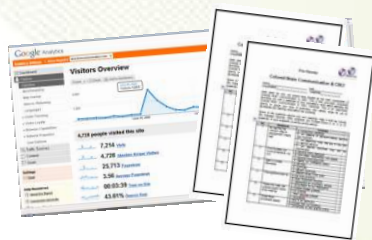
Dynamic Speaking and Advanced Facilitation multi-media to complement for a competent delivery



- Presentation slides
- Instructional Videos
- Trainer Videos to Play in Class
- Presentation practice CDs and DVDs
- Soft copy of Colored Brain Communication Participants Manual so you can reprint it



Marketing materials to assist you in promoting Colored Brain based Programs including:



- Marketing letters and emails
- Follow up emails and replies
- Promo videos you can give away
- Graphics and artwork CDs for your own materials

Module #3 Includes

Human Motivation and Drive Proprietary Games and Tools and instructions

- Management Decision Matrix
- DC follow-up Post Cards
- Environment Dolls
- World of Work Map



Module #4

2 Days

DC Based Curriculum Development

- Accelerated Adult Learning Methodology
- Fundamentals of DC Based Curriculum
- Design & Development Application of Personal Expertise into DC Courseware
- Mastery in DC Tools & Games
- Creating a DC Psychology based curriculum for measurable competency
- Training effects Measurement and Assessment

Module #4

DC Based Curriculum Development

Get These Benefits:

- Templates to create your own DC based curriculums
- Strategies for applying your own expertise to development
- Creating Games with the Psychological edge
- Incorporating “Action Spheres” to inspire learning implementation for each new topic
- CD with DC Manual Parts divided by topic for easy inclusion into a new curriculum

Module #4

Transform Your Current Experience and Create Your Own DC based Training Manuals for Your own workshops and seminars with Your Own Expertise
with the Directive Communication Psychology for Innovative Curriculum Creation

Use all the DC applications you have learned so far to turbo-charge your own knowledge and expertise. Apply the power of DC psychology the ability to inspire and influence groups to what you already know, and you have a program that will be evaluated with the highest marks. Create relevant games and exercises that reinforce learning and improve training implementation. Use DC psychology to turn the most boring subjects into fun and interesting classes. Get better implementation results **AFTER** your workshops which means more return business. Get higher evaluations on the quality of your Training Manuals.

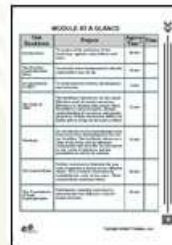


Module #4 Includes

DC Based Curriculum Development
Participant Manual



Human Motivation and
Drive Workbook



Each Work Book Includes:

- DC curriculum pages
- Innovation pages
- Expansion Pages

Module #4 Includes

DC Based Curriculum Development Proprietary Games and Tools and Re-engineering

Apply and use DC tools for New Games
and Exercises that you create and design
to fulfill your education goals and
develop your expertise in others



Where will You be Next Year?

Working at the same job
With the same pay
With the same bosses
And the Same Attitude?



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Working with a Like Minded Team
Traveling Around the World
Seeing Exciting New Places
And, Having More Time for...



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