

PROFESSIONAL MASTERY & ASSESSMENTS CERTIFICATION



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



**PERSONAL
STYLE INDICATOR**



**ENTREPRENEURIAL
STYLE & SUCCESS INDICATOR**



**LEARNING
STYLE INDICATOR**



**INSTRUCTIONAL
STYLE INDICATOR**



**SALES STYLE
INDICATOR**



**LEADERSHIP SKILLS
INVENTORY-SELF**



LSI 360°



**VALUES
PREFERENCE INDICATOR**



**STRESS INDICATOR
AND HEALTH PLANNER**



**JOB STYLE
INDICATOR**



**MANAGER'S
JOB STYLE INDICATOR**



**JOB STYLE INDICATOR
COMPATIBILITY REPORT**



**SELF-WORTH
INVENTORY**

*I found the 3-day, **Professional Mastery & Assessments Certification Workshop** extremely insightful, practical, and empowering. I completely resonate with the dimensions and especially the focus on the blends of dimensions—how they drive a person's behavior. When people understand one another better, it leads to improved relationships. The CRG assessments are so much better than MBTI.*

Shawna Medley, MA
Senior Counselor, Trinity Western University

Learn Why More Than 80% of Professionals Switch to CRG Once They Have Experienced Our Tools and Training

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?
- 87% of employees are disengaged from their work responsibilities?

CRG was founded by Dr. Terry Anderson over 41 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 4 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's PMAC 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. **We want you to experience "The CRG Difference."***



PERSONAL STYLE INDICATOR

Our Assessments are available in 12 plus languages and are in active use in 35 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.

These are the most meaningful assessments I have had in my life. They help me improve my business potential and my personal life. I highly recommend attending the **CRG's PMAC Workshop** to everyone—whether they already know or don't know about themselves.

Tommy Kwok
Terra Uber Investment Co. Limited
Hong Kong



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 4 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 41 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, sales, plus others.

We will cover all these issues and more during the **Professional Mastery & Assessments Certification**.

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

Personality Development Factors Model



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The 3-Day **PMAC** Workshop is an experience in personal growth—a breakthrough to get you focused on living **on purpose**. It is also a business development process. Not only did I thoroughly enjoy the three 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
Past President, National Speakers Association of Australia

I have completed the **CRG PMAC Workshop**. It exceeded my expectations in terms of tools, content, data, binders, and books and made me feel confident in my plan to leverage CRG into a business model in Mexico.

Eduardo Manuel Zavala Jimenez
Relacionate Y Vende
Cancun, MX

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's **Professional Mastery & Assessments Certification** is for internal and external professional developers. Attendees include, but are not limited to, career developers, coaches, trainers, 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



FRENCH



SPANISH



DUTCH



JAPANESE



VIETNAMESE



SWEDISH



GERMAN



CHINESE



ARABIC



INDONESIAN



DANISH

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 online versions, some with e-Course support.

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

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

CRG PMAC SCHEDULE

REGISTER NOW!



2020 DATES

DATE: **February 20-22**
LOCATION: Abbotsford, BC

DATE: **July 9-11**
LOCATION: Abbotsford, BC

DATE: **October 22-24**
LOCATION: Abbotsford, BC

The Certification program was a rewarding and fun 3 days! We have benefited from learning about all the CRG resources and numerous applications. Also, thank you for all the new ideas on marketing and integration of CRG solutions into our existing programs. Great atmosphere! We're glad we came.

**Lars-Ragnar and
Katrina Hellsten**

Owners

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Sweden



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Fax: 604.850.3003

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info@crgleader.com

Registration

5 Easy Ways to Register

for the CRG's Professional Mastery & Assessments Certification

- 1. Web:** Register and pay online at 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.
- 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 PMAC

\$1997 Please add 5% GST

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

\$797 Many people who have attended the PMAC 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 \$797 per Certification workshop

In-House or In-Service Certification Workshops

If you wish to host your own private PMAC 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.

Workshop Details

CRG, Professional Mastery & Assessments Certification (PMAC)

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™.
- Understand 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?™.
- Apply CRG's steps to build credibility, translating, suspending, & style shifting.
- Enjoy hands-on practice with CRG assessments and Personal Style models.

DAY 2

- Ascertain how to increase staff and individual performance by using CRG's job-style compatibility system.
- 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?™.
- Help others discover and live their **purpose** through CRG's **Quest for Purpose** 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 ability to give and receive feedback in a specially-designed activity.

DAY 3

- Study CRG's comprehensive Transforming Leadership Model™ including CRG's Leadership Skills 360° assessment.
- Discover proven methods and applications for implementing CRG's resources including practice case studies.
- Learn how to integrate what you have learned into what you are already doing.
- Find out about CRG's exceptional business and professional resources and how they can support you to achieve your goals and objectives.
- 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 that you can put into action immediately.
- Receive feedback on your plan from colleagues 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 & 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.