Creative Tools for Personal & Organizational Development



POY Trainers Certification Program 2012 Inspiration, Learning and Development



Objectives:

- To create an elite group of POY trainers worldwide, who will professionally deliver POY activities, workshops and tools
- To lead, support and promote our certified trainers so they will reach and inspire many professionals, organizations and individuals
- POY activities, workshops and tools will become a significant income and business model for each POY Certified Trainer

Goals:

- By the end of 2012 each POY certified trainer will have conducted at least 5 paid POY workshops/activities
- By the end of 2012 the POY trainers team will together hold a hands-on activity for a group of at least 2,000 people at a special company/conference event



The profile of the people we are looking for:

- Experienced professionals in the field of personal and organizational development (at least 3 years)
- of experience, or at our discretion)
- Initiators: people who have an endless drive to create, inspire and lead
- Visionary doers
- · 'Marathon runners': People of Process who are committed for the long run
- Team players
- People who have a passion for inner research and observations
- Performers
- * Preference given to established freelancers / companies in the field of personal and organizational development with an existing platform of facilitators / counselors / trainers working with them regularly
- * The number of participants in the program is limited to 12

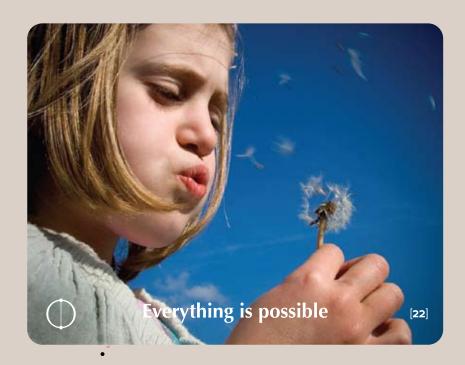
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The program team:

Chief facilitators and program leaders - Efrat Shani and Yaron Golan - founders and creators of Points of You

Administrative management
Michal Peri - training manager at POY



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The Benefits of Being a POY Trainer:

- Exclusive international qualification from an established and growing brand, bringing an innovative concept and tools to the world of personal and organizational development
- · Upgrading your facilitation abilities, specializing in skills that are unique and desirable a hands-on training experience
- 20 hours of professional qualification
 - 12 hours of marketing coaching process
 - 36 hours of supervision
- Free promotion in POY marketing platform:
- Personal SEO webpage in POY website with a link to your site
- Workshops/activities promoted in monthly POY newsletter (sent out to more than 35,000 professionals and organizations worldwide)
- Promotion on POY Facebook + Twitter fan pages
- Being among the POY trainers who will be promoted in a designated spot in our new interactive online platform (to be launched by the end of 2012)

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- Promotion on POY Facebook + Twitter fan pages
- Being among the POY trainers who will be promoted in a designated spot in our new interactive online platform (to be launched by the end of 2012)
- More than 50% profit on selling POY tools
- POY Certified Trainer toolkit:
- Structured formats of workshops and activities
- Designed presentations and worksheets for working with big groups and online
- Marketing materials logos, photos, texts, layouts, banners...
- 15 Coaching Games for use/sale in activities/workshops
- A set of enlarged A4 cards for working with groups
- A set of blank cards
- Administrative and logistic support from POY team
- CCEU's accreditation option

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Program syllabus:

The program starts on Wednesday November 30, 2011, at 9:00 AM EST and will be on fixed dates and hours (see below).

It will be delivered via WebEx online meeting center and will involve a combination of lectures plus experience and practice with the POY method and tools at each of the meetings, followed by debriefing and moderated group discussion, with homework between sessions.

The program is divided into three stages: Professional qualification, marketing coaching and supervision.

Below are the stages in detail:

Stage 1- Professional Qualification: November 2011 - April 2012

2 group meetings a month with Efrat and Yaron, 2 hours each session

One on one sessions (according to the needs of each participant) with his/her accompanying POY certified trainer



Session 1 – November 30, 2011 9:00-11:00 AM My Photo Album

Creative self-presentation of the participants by means of personal photographs from their own albums, and initial introduction to observation of photographs as a therapeutic / counseling / coaching work tool

Session 2 - December 14, 2011 9:00-11:00 AM

'Every Dream has an excel sheet' - Introduction and the story of POY

Efrat and Yaron will introduce themselves, their vision and the inspiration behind POY. The worlds of inspiration reveal the story, the leading values and the DNA of POY.

Session 3 - December 28, 2011 9:00-11:00 AM Experiencing the power of The Coaching Game

At this session, Efrat and Yaron present a hands-on activity with The Coaching Game through which participants learn how to work with the different components

Session 4 - January 14, 2012 9:00-11:00 AM The theories behind POY tools

This session teaches the theories underlying working with POY tools, such as: PhotoTherapy, brain research, metaphors and projective tools, points of view



Session 5 - January 25, 2012 9:00-11:00 AM

The POY method - Pause, Expand, Insight and Action!

This session teaches the four stages of working by the POY method, and how they are expressed in the POY tools, activities and workshops

Session 6 - February 8, 2012 9:00-11:00 AM One-on-One Training with POY

At this session, we teach when and how to use the method and tools of POY in working one-on-one.

The participants also receive formats for:

- introductory processes in one-on-one work
- in-depth processes in one-on-one work
- closure processes in one-on-one work

Session 7- February 22, 2012 9:00-11:00AM Group training with POY

At this session, we teach when and how to use the method and tools of POY in group work.

The participants also receive formats for:

- introductory processes in group work
- in-depth processes in group work
- closure processes in group work

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Session 8 - March 7, 2012 9:00-11:00 AM

How to adapt and tailor the POY method & tools to any process objectives
At this session we will teach how to put across any content, process, idea... using the POY method and tools, and how to adapt them to different target audiences and objectives

Session 9 – March 21, 2012 9:00-11:00 AM How to conduct a full day POY training workshop

At this session, we will learn how to put across a one-day, comprehensive, hands-on training workshop for professionals and organizations interested in working with the POY method and using the tools

Session 10 - April 4, 2012 9:00-11:00 AM Closure of the professional certification process

At this session Efrat and Yaron will present a hands-on process through which the participants will summarize what they have experienced and learned in the course



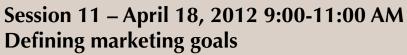


Stage 2 – Marketing Coaching Process April - June 2012

2 group meetings a month with Efrat & Yaron, 2 hours each meeting

+

One-on-one sessions (according to the needs of each participant) with his/her accompanying POY certified trainer



At this session, each of the participants will set the marketing goals they aim to achieve with POY. Each of the participants will also define their target audience and start carrying out research aimed at collecting data on this target audience and the possible marketing channels.

Session 12 - May 2, 2012 9:00-11:00AM Marketing Plan

At this session we will guide the participants in creating a personal marketing strategy and plan. Each of the participants will also create an operative plan of action and plan their own initial marketing campaign.



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Session 13 - May 16, 2012 9:00-11:00 AM Presentations 1

At this session we will teach how to put across strong and exciting presentations marketing the POY tools, workshops and activities, and how to close deals.

Session 14 - May 30, 2012 9:00-11:00 AM Presentations 2

A coaching session at which each of the participants will practice their marketing presentation in front of the group and will then receive feedback from Efrat and Yaron and the other members of the group, which will help them become more accurate in putting across their message.

Session 15 - June 13, 2012 9:00-11:00 AM Fine tuning

At this session, each of the participants will examine their own actions in connection with the marketing plan they have built and the results they have achieved. In addition, each one will make the necessary adjustments and changes to their plan of action as required.

Session 16 - June 27, 2012 9:00-11:00 AM Closure

A final meeting summing up the entire subject of marketing POY with a look ahead to 2013





Stage 3 – Professional & Marketing Supervision: July 2012 - December 2013

1 group meeting a month with Efrat and/or Yaron, 2 hours each meeting

+

One-on-one sessions (according to the needs of each participant) with his/her accompanying POY certified trainer







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Certification Requirements:

- Participation in at least 80% of the sessions in stages 1 + 2
- Submitting all the materials required as part of the homework of stages 1 + 2
- Submitting a final paper at the end of stages 1+2

Cost of the Program:

3,400\$ including all the above (shipping of the 15 Coaching Games, (set of enlarged cards and set of blank cards is also included)

*Payment options available – please contact us for details

Early Bird Registration:

Register by November 10, 2011 and get 10 additional Coaching Games for free! (The Coaching Game - recommended retail price - 169\$. You can sell these games or use them in your activities and workshops).

The enrollment process:

- · Send us an email with your CV and a short explanation of why you want to be a part of this program
- Skype interview with Yaron and/or Efrat

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Good luck!!! The Points of You Team

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