

ENRICHING PEOPLE'S LIVES

EDITION 3 \$7

CRG

# SECRETS OF SUCCESS

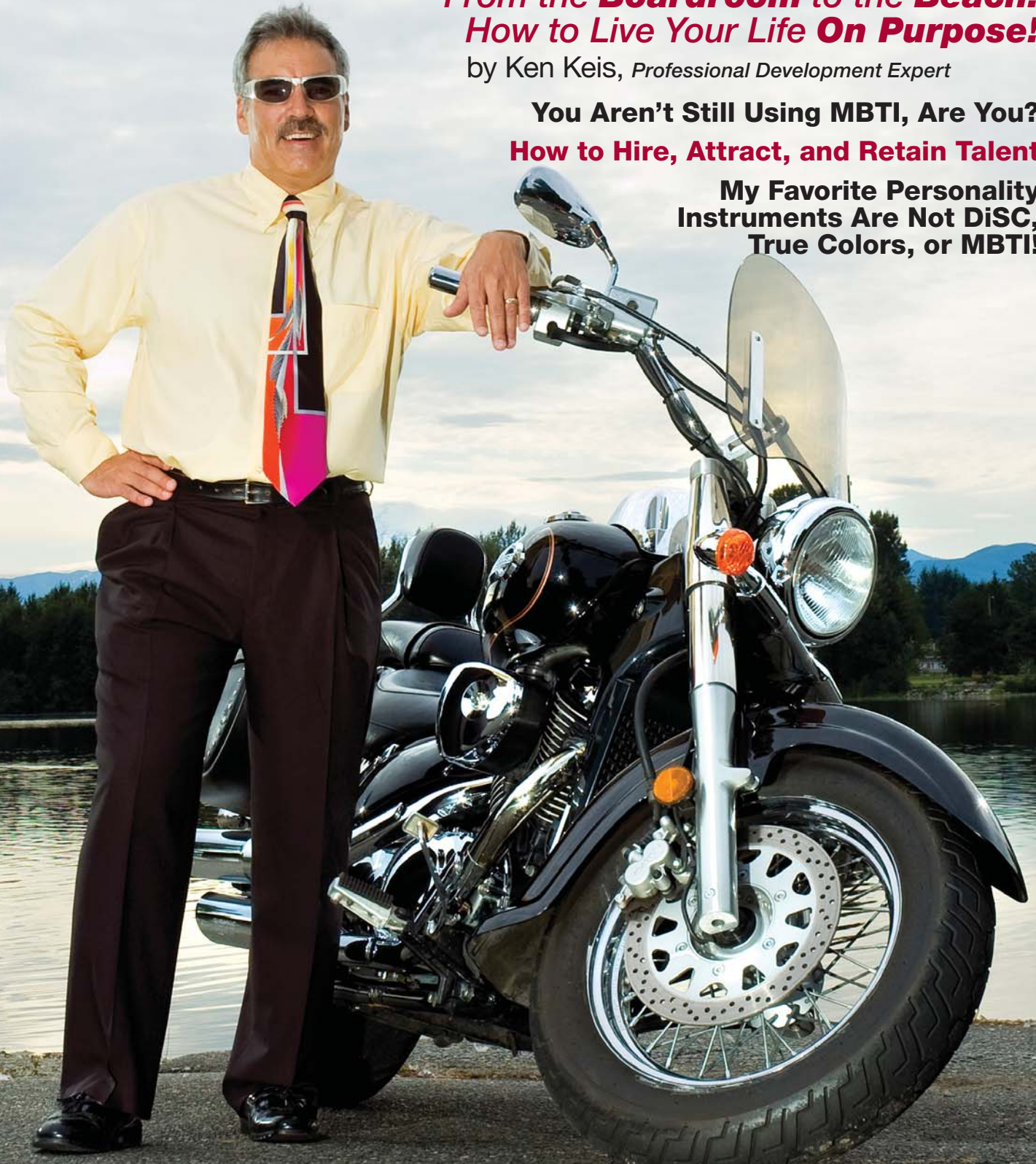
JOURNAL

**From the Boardroom to the Beach!  
How to Live Your Life On Purpose!**

by Ken Keis, *Professional Development Expert*

**You Aren't Still Using MBTI, Are You?  
How to Hire, Attract, and Retain Talent**

**My Favorite Personality  
Instruments Are Not DiSC,  
True Colors, or MBTI!**



**Our Vision is to be globally acknowledged as the Number One learning resource center for personal and professional development for personal and professional developers.**

## A Personal Message from Ken Keis

**Odds are that the information contained within this *Secrets of Success Journal (SOS)* is right for you or your organization.**



### Do you know . . . ?

- About 80% of people dislike their work, from feelings of mild irritation to downright loathing.
- Only 10% feel they are living, working, and leading *on purpose*.
- Entrepreneurial ventures and small business have a survival rate of only 8% by year 10.
- The Number One factor leading to low employee morale is poor leadership and communication. Over 75% of employees feel there is significant room for improvement in both those areas.

Professionals and individuals should be embarrassed by such poor numbers. Clearly, the efforts of the majority of HR and career professionals, educators, coaches, consultants, trainers, speakers, parents, entrepreneurs, and leaders are not working.

**CRG's purpose is to assist individuals, families, teams, and organizations to live, work, and lead *on purpose* through the hundreds of assessments, resources, and processes we publish, in print and online.**

Achieving transformational results requires a change in approach. Over the past 30 years, CRG has established a switch rate of over 80% from other options such as MBTI, DiSC, True Colors, and the silly animal assessments in the marketplace.

### Many factors have contributed to such dismal results.

- One is the stubbornness, arrogance, and ignorance of leaders to consider change.
- Another is that some leaders are simply oblivious to the fact that at every moment, each of us is impacting our environment in a positive, negative, or neutral way.

Transformation means we must take personal and organizational responsibility for our results. If we want different results, we must change something. What got us where we are will not take us to where we want to go.

CRG's purpose is to assist individuals, families, teams, and organizations to live, work, and lead *on purpose* through the hundreds of assessments, resources, and processes we publish, in print and online.

### How? By embracing sound philosophies and taking action.

- CRG creates learning and communication assessments/resources that we do with the learner. Our experience is that people don't want to take tests, nor do they appreciate shallow, cute-animal assessments that have no value.
- CRG resources are self-scoring, self-interpreted, and easy to understand so the learner can act on the results immediately.
- Our assessments don't create the results. They reveal what is already true for the individual. Participants respect that methodology.
- Successful improvements and change are sustainable only with a holistic development strategy.
- CRG's entire family of resources is designed to be congruent with and complementary to one another. Our participants don't become confused by diverse methods and options. Our **Personal Style Indicator, Leadership Skills Inventory, Values Preference Indicator, and Stress Indicator, and Health Planner** all support the holistic development of individuals, families, teams, and organizations.

CRG helps individuals and organizations become fully engaged and *on purpose*.

*We look forward to serving you.*

Ken Keis  
President and CEO of CRG



**“Our assessments don’t create the results. They reveal what is already true for the individual. Participants respect that methodology.”**

Ken Keis



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**SECRETS OF SUCCESS**  
JOURNAL

*We welcome your comments on this publication.*

**CRG Consulting Resource Group International, Inc.**

**Published by:** CRG Consulting Resource Group International, Inc.

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**Contributors:** Ken Keis, Terry Anderson, Richard Knowdell, Cindy Key, Pia Ritch

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**MAILING INFORMATION**

Publications Mail Agreement #40019638

*Return Undeliverable Mail Canadian Address:*

**CRG Consulting Resource Group International, Inc.**  
 PO Box 418 Main, Stn A  
 Abbotsford, BC V2T 6Z7

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All prices in US Dollars.

# CRG

## Why Do Over 80% of Professionals and Participants Prefer CRG Learning Solutions?

**The CRG assessments are user-friendly. Self-scored and self-interpreted, they don't require the presence of a certified professional.**

### Comprehensive Offering

The CRG tools and resources include more than 2 million words of content in over 100 products—in both print and online formats. Our depth of development includes topics such as Career Development, HR, Leadership, Sales, Team-Building, Communications, Entrepreneurship, Learning and Instructional Styles, Personal and Organizational Culture, Health and Wellness, Self-Worth, Relationships, *Purpose*, and more.

### Proprietary Business Resources

As part of our comprehensive package, CRG has designed and built several proprietary business resources such as our Online Assessments, Online Corporate Learning Center, Online Co-Branding Option, Print-Based Private-Labeling, ezines, the CRG Affiliate Program, MicroSites, our Licensed Associate Opportunity, and many more.

### Resources Designed to Create Learning Experiences

CRG has designed its resources to focus on the learner—not the administrator. Many instruments offered by other companies are either too simplistic or overly complex. Often, the language in those products is too academic, outdated, and imprecise.



## Holistic and Congruent Approach

We offer an entire family of solutions that allows you to measure several different development areas—from Personal Style and leadership to values and wellness. Most important, the CRG resources are designed to complement one another.



**Example: Within his organization, a potential client was using various personality assessments. The net result was chaos and confusion. Why? His team could not apply their learning. You can avoid counterproductive work environments by using CRG's integrated package.**

## Infinite and Diverse Applications

Our resources are designed to be used with individuals, families, teams, and organizations, in personal and professional development applications. They can be engaged by individuals as young as 15 to the CEO of a Fortune 500 company—for career and team development to marriage and relationship counseling.

## Focus on the Next Steps

A learning experience becomes valuable only if you can and will do something productive with the knowledge gained. CRG's entire family of resources is designed to assist respondents to specify planned behavioral change as part of their learning experience. These personal Action Plans are practical and achievable at work and in personal life.

## CRG's Proven Track Record with Global Impact

With CRG, you are affiliated with an organization with more than 30 years of experience and over 1 million product-users. Our scope and influence continue to expand—we are now serving over 30 countries in 8 languages—and the excitement is contagious!

## Multiple-Language Flexibility

The translation of many of our resources into other languages allows you to respond to the diversity of the global marketplace.

## CRG's Certification Workshops

These intense workshops are designed for internal and external development professionals. CRG equips you with information about our unique proprietary models and content.

You'll learn how to integrate CRG resources immediately in applications that include hiring and placement, student orientation, team-building, sales, leadership programs with one-on-one coaching, workshops, and online seminars.

## Print-Based Assessments, Resources, and Solutions Benefits

Our materials can be completed one-on-one, in small groups, or as part of a large session. Self-scoring, which is done by the participant in real-time, helps the person understand and own the results and potential applications.

Our numerous workshop-support elements include Professional's Guides, Trainer's Guidelines, PowerPoint presentations, and workbooks.

The print-based assessments can be private-labeled to include your organization's logo and contact information. That adds to your credibility!

## CRG's Online Assessments and Personal Online Learning Center

Capabilities unique to the CRG Online environment

- *Job Style Compatibility Reports* to help match the right person with the right job
- *360° Feedback Assessments* to allow others to provide nonjudgmental feedback on how individuals engage their environment and the level of credibility they have in each segment of their life
- *Comparison Reports* to show how your results to specific assessments compare to the results of others

## The Benefits of CRG's Online Corporate Learning Center

- You can create your own Corporate Learning Center and use CRG's Online system to serve individuals and groups anywhere in the world. (*Subscription fee applies.*)
- Individuals and organizations can create their own co-branded Learning Center.
- You can set up groups, drop in e-assessment links, and manage the online process.
- There is no limit to the size of the groups you can engage.
- You have instant access to the results generated by your clients and employees—if you have permission.
- You can apply permission levels to each participant to confirm who may view results and engage the members of your Corporate Learning Center.
- There are many other benefits. Please see pages 44 to 46 for details.





**Richard Knowdell, MS, NCC, NCCC, CCMF,** is the President of Career Research & Testing, Inc., author of six books, including *Building a Career Development Program: Nine Steps for Effective Implementation*. Richard has taught at the University of California, San Diego, and at San Jose State University. In 1996, President Clinton appointed him to the Board of Examiners of the United States Foreign Service.

He is past president of both the California Career Development Association (CCDA) and the Silicon Valley Chapter of the International Association of Career Management Professionals (IACMP), and a frequent presenter at national and international career development conferences.

[www.careernetwork.org](http://www.careernetwork.org)

# My Favorite Personality Style Instruments and Why I Use Them

**During the past 30 years, I have invested a substantial portion of my time in the development of a wide range of instruments to be used throughout the world by career training practitioners for the career assessment of working adults.**

For over 20 years, I have found these three CRG style instruments extremely effective for career development professionals.



**In the early 1980s, I was looking for personality-type instruments that**

1. Were easy to administer,
2. Had high face validity,
3. Yielded a straightforward interpretation,
4. Did not require a psychologist as the administrator, and
5. Could be used by career practitioners without the investment in costly and time-consuming training.

That's when I discovered CRG's *Personal Style Indicator (PSI)*—it met all my requirements.

I have used the *PSI*, *JSI*, and *ESSI* with the hundreds of executive coaching and outplacement clients with whom I worked in California's Silicon Valley.

In addition, for the past 15 years I have been using the *PSI*, *JSI*, and *ESSI* with the thousands of Career Counselors and Career Coaches I have trained in North America, South America, Europe, Africa, Asia, Australia, and New Zealand.

I have also taught the use of these instruments in my employee career-development courses for human resources professionals at San José State University (1985 to 2001) and career assessment-

techniques courses for professional counselors at the University of California, San Diego (1990 to 2002).

I have found the face validity of these instruments extremely high. By face validity, I mean the person taking the instrument believes the tool provides a very accurate picture of himself or herself. A common reaction of professionals viewing their in-depth interpretations is "I was amazed at how accurately it described me."

In the graduate level courses I teach on career assessment techniques, I present the students with several personality assessment instruments, including the Myers-Briggs Type Indicator (MBTI), Personal Profile (DiSC), True Colors, I-Speak Your Language, and so on. The instruments that the *students find most accurate and practical are always CRG's Personal Style Indicator, Job Style Indicator, and Entrepreneurial Style and Success Indicator.*

In the Career Coaching courses I teach, there is a wide variety of education levels—some participants have PhDs in counseling and some have no college training. I find the *PSI*, *JSI*, and *ESSI* are appropriate for and understood by all.

# You Aren't Still Using MBTI, Are You?

**The popularity of the MBTI as a tool most likely reflects the success of the publisher's marketing campaign. There is a lack of data demonstrating the validity of the MBTI.**

Dr. David J. Pittenger, University of Tennessee For *Consulting Psychology Journal*



**Terry Anderson, PhD**, is the founder of CRG Consulting Resource Group and author of more than a dozen assessments and training and development tools and books. He serves as coach to senior executives in both business and government sectors.

Currently, Terry is Professor of Criminology, teaching communication, problem management, coaching, and organizational leadership at the University of the Fraser Valley in Abbotsford, BC.

[www.consultingcoach.com](http://www.consultingcoach.com)

**There is not sufficient, well-designed research to justify the use of the MBTI in career counseling programs.**

*National Academy of Sciences*

I was asked that question by an associate who didn't know I was the primary author of the *Personal Style Indicator*.

"No, I'm not using MBTI," I said. "I stopped using it in 1976."

"Why?" asked the associate.

**I told her this simple story.**

In 1976, I was doing a keynote conference presentation in Los Angeles to about 800 executives. I asked them to stand if they had taken the MBTI—and 60% of the audience rose from their seats. I asked people to remain standing if they could remember the meaning of the four letters in their "type." More than 90% of them sat down.

When I asked the remaining standers to stay up if they were currently using the MBTI approach in their daily work and personal lives, only 11 of the over 800 people in the room were still on their feet. I thought to myself, **the MBTI is like alphabet soup. It really doesn't spell anything practical, even though it has lots of "letters" in it.** That impromptu survey impacted me very much. I stopped using the MBTI that day.

*This question begs to be asked . . . If the MBTI is so difficult to bring to mind, so complex, and so seldom applied in everyday life, why do so many educators, psychologists, coaches, trainers, and consultants continue to use it? They fear being judged as "unprofessional" if they use tools that are not "well known" or "established"—even if newer, more innovative assessments will be much more appropriate and effective for their purposes.*

It's troubling that many professionals who teach **change and learning** seem to be the least open to **change and learning**. They are stuck on an obsolete approach that's both ineffective and recently proved to have questionable validity.

There are academic and scientific reasons for the premise that the MBTI isn't as credible as some would have us believe. If you want to read about those issues, please refer to the article by David Pittenger of the University of Tennessee\*.

After that long-ago Los Angeles conference, I decided to create the *Personal Style Indicator (PSI)* and have it be **just that**—an *indicator* of personal style preferences. It mirrors people and provides precise yet simple language to help them describe their preferred style behaviors. The *PSI* gives you back what you put into it and, because of its specific approach, the *PSI* reflects your preferences with more clarity.

- I didn't create a clinical test to use with abnormal people.
- The *PSI* is a self-assessment to be used by normal people to better understand themselves and enhance communication with other people

One of our university business-school instructors who recently attended the *PSI* orientation program acknowledged the *PSI* model is far superior to the MBTI he has been using in class—yet his Dean has directed him to continue using MBTI. Why? The university always has. Something new or better is not politically acceptable.

**That decision is not based on value for the learner!**

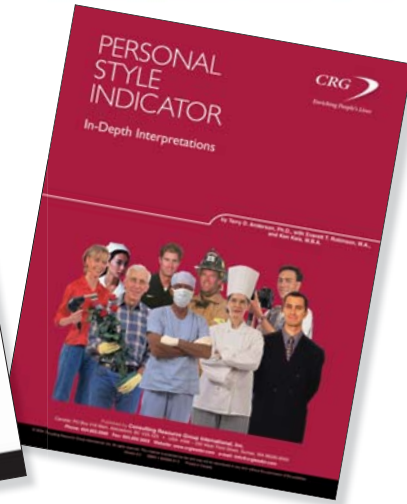
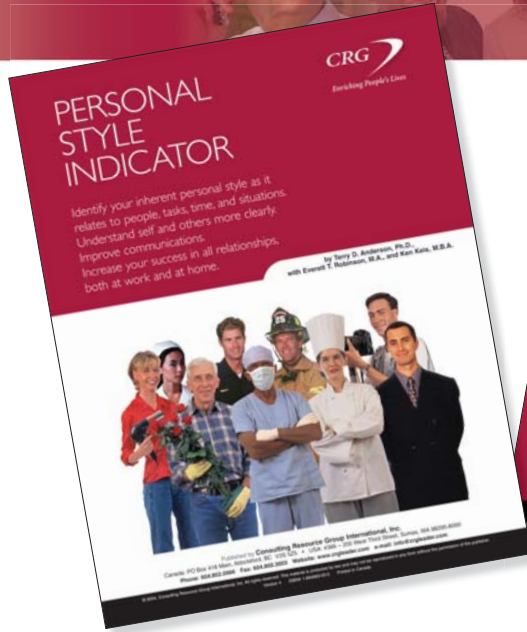
Dedicated professionals and their participants prefer the *PSI* because of its quality, precision, reliability, face validity, applicability, and reasonable cost.

**The *PSI* is knowledge for life. And it helps develop life skills.**

So . . . do you want to be confounded by academic alphabet soup or do you choose to reap the benefits of helping yourself and others better understand Personal Style preferences—and use them to your best advantage—every day!?

\*\*Cautionary Comments Regarding the Myers-Briggs Type Indicator" (*Consulting Psychology Journal: Practice and Research*, Vol. 57, No. 3, pp. 210-221, 2005)

# PERSONAL STYLE



## Personal Style Indicator (PSI)

The **Personal Style Indicator (PSI)** is a powerful communication and learning tool. This 20-page self-administered and self-scored assessment helps you and your clients discover your natural preferences towards time, people, tasks, and situations. Participants identify their specific **PSI** style pattern(s), which assists them to instantly understand their strengths and potential challenges so they can be more effective at work and at home.

### Use the **PSI** to:

- Hire
- Clarify Careers
- Building Teams
- Improve Leadership
- Enhance Communications

### Use it for:

- Employees/Students
- Families
- Potential Employees
- Partners: Business and Personal
- Leaders/Managers

Every person is born with a specific Personal Style. The **PSI** equips its users to live life intentionally.

### \$20 Also available in



## PSI In-Depth Interpretations

**The *PSI In-Depth Interpretations (PSI-ID)* is the essential companion to the *Personal Style Indicator*.**

With 48 pages, the **PSI In-Depth Interpretations** offers an expanded 2-page description of each of the **PSI** proprietary 21 style patterns, with focus on the following.

- Strengths
- Common Areas of Difficulty
- Reactions to Stress
- Team Functioning and Compatibility with Other Styles
- Leadership Implications
- Increased Effectiveness

It also includes a section on “Developing Your Plan to Increase Effectiveness.”

Unlike other personality assessments, the **PSI** directs you to the style pattern(s) that specifically apply to you.

The added benefit of the **PSI In-Depth Interpretations** is you have all 21 style patterns in one booklet, providing instant access in a seminar or workshop format. Many clients use the **PSI-ID** as part of a team-building or relationship-development process where you read the style patterns of others—instantly increasing your understanding of their style.

### \$20 Also available in



## Online Personal Style Indicator

The Online version can be completed 24/7 if you or your client have an Internet connection. The Online version automatically calculates your scores and determines which of the 21 **PSI** style pattern(s) apply to you. Most individuals complete the **Online PSI** in just a few minutes. The **Online PSI** includes all the content of the print-based assessment plus the **PSI In-Depth Interpretations** that reflect your specific results. Your results are stored in your very own **Individual Learning Center** where you can view, print, or forward (email) them to anyone at any time.

The **Online PSI** can also be completed as part of any **Corporate Learning Center (CLC)** and stored for use by that individual, group, or organization. The **Online PSI** is a powerful option that enhances any virtual support, coaching, career, training, and/or educational process.



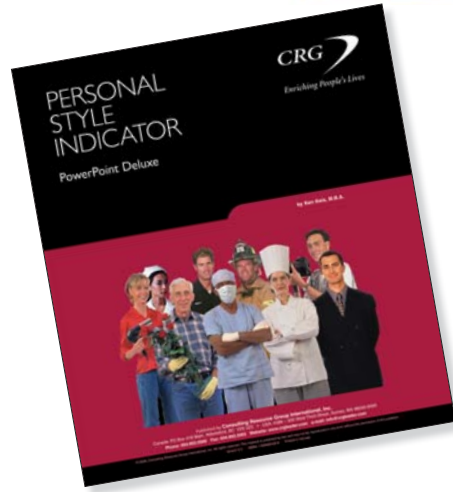
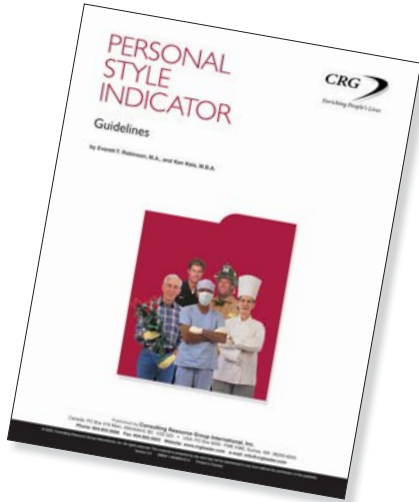
**ONLINE  
PERSONAL  
STYLE  
INDICATOR**

### \$45 Also available in





PERSONAL STYLE



**PSI Trainer's Guidelines**

**Why reinvent the wheel?**

As a speaker, trainer, coach, facilitator, or workshop leader, you will find the **Personal Style Indicator Trainer's Guidelines** the essential tool for presenting and using the **PSI**. It outlines specific talking points, professional insights and training sequences, tips, and processes. Presentation options range from basic (no presentation) to advanced (30 minutes to 12 hours). We also recommend the **CRG Models**, containing the PDF master handouts mentioned in the **Guidelines**.

**\$40**

**PSI PowerPoint Deluxe**

Appeal to the visual learners in your group with a professional PowerPoint presentation that supports the facilitation of the **Personal Style Indicator** in a private or seminar format. The over 100 slides follow the sequence and content of the **PSI** and the upcoming **Building Relationships with Style** program (workbook). This is a single-license version but you have permission to customize and edit the presentation to fit your specific needs. You can add or reduce the slides to match your presentation objectives. The **PSI PowerPoint** comes on a master CD with an accompanying binder of full-color printouts.

Use the **PSI PowerPoint Deluxe** as the finishing touch to create visually stimulating and professional training.

**\$175**

**Building Relationships with Style Workbook**

This 64-page **Building Relationships with Style Workbook** is the perfect companion piece for presentations using the **Personal Style Indicator** and **PSI In-Depth Interpretations**. The **PSI PowerPoint Deluxe** follows the workbook sequence and activities. Together, these resources provide a comprehensive trainer and participant support package. Designed as a full 1-day workshop (6 hours of teach time), it can be expanded if your time permits.

This workbook covers the building blocks of Personal Style and the **PSI**, including the following.

- Readiness and Willingness to Change
- Defining Credibility and its Importance
- Understanding Personal Style
- The **PSI** Model
- Case Studies
- Applications

CRG can also co-brand and/or customize the content of the workbook specifically for you or your clients. Using the **PSI** workbook as a template, we will insert, change, revise, or co-create curricula that reflect your models, culture, and content. The cost of customization is unique for each project so call us for a quote. The completed customized workbook remains the copyright of CRG.

Give your clients a valuable workbook they can use to continue to learn and grow after they leave your seminar.

**\$26**

**Online Personal Style Indicator 360°**

This powerful process provides nonjudgmental feedback about the way you view another person's behavior in various environments. A third party may complete one of these assessments about you—or about someone else. During our beta test, the **PSI 360°** was an instant hit—everyone wanted to provide feedback to recipients and recipients were equally curious about how others viewed them.

This 360° approach is a team-building, leadership, relationship, and professional development practice that everyone should consider as part of any performance enhancement strategy.

SINGLE	<b>\$25</b>
5 PACK	<b>\$100</b>
10 PACK	<b>\$150</b>
100 PACK	<b>\$1000</b>



**PSI 360°**

# JOB STYLE



## Quick Style Indicator (QSI)

The **Quick Style Indicator (QSI)** is the condensed yet no less impactful version of the **Personal Style Indicator (PSI)**. With 12 pages instead of the **PSI**'s 20 pages, it is written at a Grade 6 reading level. The **QSI** is quick and easy to administer to students as young as 14 or 15 years of age or in large general public settings. It helps individuals instantly develop style awareness of self and others, increasing understanding, improving communications and reducing interpersonal conflicts.

**Use the QSI to:**

- Build Teams
- Increase Trust
- Grow Families
- Improve Communications

**Use it for:**

- Students
- Teens
- Teams
- General Audiences

**Note:** The **QSI** is used with the **Personal Style Indicator In-Depth Interpretations** to deepen the impact. Please see page 8.

**\$15**

## Job Style Indicator (JSI)

The **Job Style Indicator (JSI)** does not determine what career you or another person should consider. Rather, it helps you measure the work style requirements of a specific job, role, or responsibility. Once you establish the exact work style requirements (*pattern*) of a position, you then compare the style of the applicant or current person in the role from one of CRG's style assessments including the **PSI**, **SSI**, **QSI**, **ISI**, or **ESSI**. The **JSI** has an additional work behavioral grid that helps you establish the preferred working behaviors for both tasks and interpersonal skills.

**Use the JSI to:**

- Clarify Responsibilities
- Confirm Expectations
- Establish Mutual Understanding
- Confirm Work Style Needs

**Use it for:**

- Employees
- Potential Employees
- Career Centers and Recruiters
- Intentional Team Building

Unless the style pattern of the person and the working style of the position match, the individual's motivation and level of engagement is simply not sustainable.

**\$10**

## Online Job Style Indicator

The Online version can be completed 24/7, as long as you or your client have an Internet connection. The Online version automatically calculates your scores and determines which of the 21 **JSI** style pattern(s) applies to your specific position. The results are stored in your very own **Individual Learning Center** where you can view, print, or forward (email) the results to anyone at any time. The **Online JSI** can also be completed as part of any **Corporate Learning Center (CLC)** and stored for use by that individual, group, or organization.

**\$10**



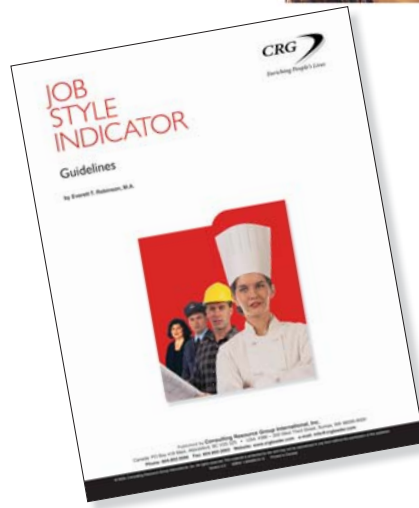
## Online Manager's Job Style Indicator Summary Report

How can you hire the right person, if the hiring committee does not agree who is the best type of person for the position? Avoid this challenge by using the **Online Manager's JSI**, where up to 5 individuals can complete a **Job Style Indicator** on a single position—allowing you to review feedback from several decision-makers about the position. To hire the right person, you must be clear about the requirements of the job and the characteristics of the person who will best fill it.

**\$49**







## PSI/JSI Professional's Guide

This 64-page *PSI/JSI Professional's Guide* will provide you with the background, knowledge, and research on the development of both the *Personal Style Indicator* and the *Job Style Indicator*.

You will learn what the term *Ipsative* means and why it is critical to any professional using these assessments. Also included are details to CRG's proprietary Personal Style Model and why the *PSI*'s underpinning is preferred to DiSC, MBTI, True Colors, and other alternatives. CRG's definitions of extroversion and introversion do not conform to the stereotypical responses—learn what we discovered on these critical items. Also included are the Theory of Personal Style; Development of the Instruments, and Administration and Applications.

**\$75**

## Online Job Style Indicator Compatibility Report

Do you want to know the level of job fit or compatibility (*from a match to an extreme mismatch*) between an applicant or current employee and a specific position? To generate a *JSI Compatibility Report* requires the completion of an *Online JSI* or *Manager's JSI*, which is then compared to the results of one or more individuals who have completed one of CRG's style assessments, specifically the *Personal Style Indicator*, *Sales Style Indicator*, and/or the *Instructional Style Indicator*. Why would you want to put a square peg into a round hole?

### JSI COMPATIBILITY REPORTS

SINGLE	<b>\$12</b>
10 PACK	<b>\$100</b>
100 PACK	<b>\$900</b>
1000 PACK	<b>\$8000</b>



## CRG Models

**It takes time and money to create Professional handouts!**

*CRG Models* is our desktop-published master handouts tool that we use in most of our workshops or one-on-one coaching sessions. We include a full-color set in the binder, plus our masters on a CD ROM in PDF format. Once you have purchased the *CRG Models*, you can print unlimited copies to serve you and your clients. These can be used to support each CRG assessment. The first section includes 21 pages of handouts critical to any style or professional development session, including these.

- Readiness and Willingness to Change
- Credibility
- What is Personal Style?
- Personal Style Model
- The Personal Style Criteria
- And much more

The second section of the Models has over 26 pages for CRG's Business Development Game Plan.

- Attracting Your Perfect Customer
- Business Belief Assessment
- Financial Planning Worksheets
- Revenue Sources Checklist
- Marketing Funnel Checklist
- Information Products and Services Checklist
- Marketing Strategy Checklist
- Action Planning Sheets

Look professional! Get these master *CRG Models* now!

**\$175**

## SALES STYLE



**“I have been in the business of selling for many years and have not previously seen a system such as the *Sales Style Indicator (SSI)* that can so accurately sum up the characteristics of a person as it applies to the area of selling.”**

Paul Murphy  
The Phoenix Group Australia

## Sales Style Indicator (SSI)

**Selling is one of the most important skills people should develop. It does not matter what our job or role is—we are all involved in selling. We are all selling our ideas and desires to others.**

The *Sales Style Indicator (SSI)* is a powerful sales communication and learning tool that can instantly improve the performance and results of any sales or customer service professional. This 20-page self-administered and self-scored assessment helps you and your sales team discover their natural selling style while instantly providing these same sales professionals a framework to determine clients' preferred buying styles. Participants identify their specific *SSI* style pattern(s), which assists them to instantly understand their strengths and potential challenges so they can be more effective sales, sales managers, and customer service professionals.

### Use the SSI to:

- Hire, Recruit, and Place
- Confirm Preferred Sales Style
- Understand Your Clients' Buying Styles
- Increase Sales Results and Build Rapport
- Coach Sales Performance

### Use it for:

- All Sales Professionals
- Sales Managers
- Customer Service Teams
- Coaches, Trainers, Speakers
- Job Placement Counselors

**\$20** Also available in



FRENCH

## SSI In-Depth Interpretations

**The *SSI In-Depth Interpretations (SSI-ID)* is the essential companion to the *Sales Style Indicator*.**

With 48 pages, the *SSI In-Depth Interpretations* offers 2-page descriptions of each of the 21 proprietary *SSI*

selling style patterns. Not a single sales professional or sales manager should operate without the *SSI-ID* resource—if you want to maximize your results!

The *SSI In-Depth Interpretations* outlines:

- Sales Strengths
- Common Areas of Selling Difficulty
- Sales Team Functioning and Compatibility with Other Styles
- Reactions to Stress
- Leadership Implications
- Specific Strategies to Increase Your Sales Success

The *SSI* and *SSI In-Depth Interpretations* are absolute musts for any sales manager to develop, manage, or coach his or her sales/customer service team.

**\$20** Also available in



FRENCH

## Online Sales Style Indicator

The Online version can be completed 24/7 as long as you or your client have an Internet connection. The Online version automatically calculates your scores and determines which of the 21 *SSI* style pattern(s) apply to you. Most individuals complete the *Online SSI* in just a few minutes. The *Online SSI* includes all the content of the print-based assessment plus the *SSI In-Depth Interpretations* that reflect your specific results. Your results are stored in your very own **Individual Learning Center** where you can view, print, or forward (email) them to anyone at any time. The *Online SSI* can also be completed as part of any **Corporate Learning Center (CLC)** and stored for use by that individual, group, or organization. The *Online SSI* is a powerful option that enhances any virtual support, coaching, sales, customer service, training, and/or educational processes.

**\$45** Also available in



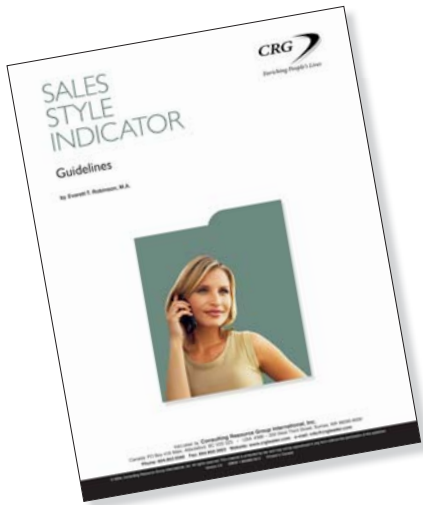
FRENCH

GERMAN



ONLINE  
SALES STYLE  
INDICATOR





### SSI Trainer's Guidelines

#### Why reinvent the wheel?

As a speaker, trainer, coach, facilitator, or workshop leader, you will find the **Sales Style Indicator Trainer's Guidelines** the essential tool for presenting and using the **SSI**. It outlines specific teach points, professional insights and training sequences, tips and processes. We also recommend the **CRG Models**, which contains the PDF master handouts to support your **SSI** program. If you want to implement expanded and more in-depth workshops, use the **SSI**, **SSI-ID**, **SSI PowerPoint** with the **Why Don't You Sell The Way That I Buy?**™ program.

**\$40**

### SSI PowerPoint Deluxe

Set yourself up to look professional and bypass hundreds of hours of development time by accessing the **SSI PowerPoint** presentation which supports the facilitation of the **Sales Style Indicator** in a private or seminar format. The 140+ slides follows the sequence and content of the **SSI** and the **Why Don't You Sell The Way That I Buy?**™ program (workbook). This is a single-license version with permission to customize and edit the presentation to fit your specific needs. You can add or reduce the slides to match your presentation objectives. The **SSI PowerPoint Deluxe** comes on a master CD with an accompanying binder of full color printouts.

**\$175**

### Why Don't You Sell The Way That I Buy?™ Workbook

#### Do you want to increase your sales team performance and results?

This 80-page **Why Don't You Sell The Way That I Buy?**™ workbook (program) is packed with all the steps and processes you need to enhance the results of any sales or customer service team. It is the perfect companion piece for presentations using the **Sale Style Indicator** and **SSI In-Depth Interpretations**. The **SSI PowerPoint Deluxe** follows the workbook sequence and activities. Designed as a full 1-day workshop (7+ hours of teach time) or as a 10-to-12-hour 2-day program.

#### This workbook includes:

- Readiness and Willingness to Change
- Defining Credibility and Rapport
- Understanding Your Selling Style
- Determining Your Customers' Buying Style
- Applying Style-Shifting and Flexibility

CRG can also co-brand and/or customize the content of the workbook specifically for you or your clients.

Using the **Why Don't You Sell The Way That I Buy?**™ as a template, we will insert, change, revise, or co-create curricula that reflect your models, culture, and content. The cost of customization is unique for each project. Please call us for a quote.

**\$26**

### Online Sales Style Indicator 360°

This is a powerful sales development tool providing nonjudgmental feedback about how others view you (or your team members) in your sales and customer service role. Regardless of what we think, we interact with our clients every day, using our selling preferences—now you can confirm exactly how others perceive you or your team in your sales roles. A sales leader can forward this to a third party to complete on any one of their sales team members.

This **SSI 360°** approach is a team-building, sales, customer service, and performance-enhancement strategy that every sales professional, team, or sales manager should consider.

- SINGLE **\$25**
- 5 PACK **\$100**
- 10 PACK **\$150**
- 100 PACK **\$1000**



# Attracting, Hiring, and Retaining Talent?

**Everyone wants to hire the right person the first time.**

Ken Keis, MBA

**Retention:** The act of retaining; the state of being retained; power of retaining

**The reality is, we will never achieve that goal with each individual we hire.**

That doesn't mean we can't be proactive and intentional in our strategies to increase our level of success in attracting, hiring, and retaining talent. Individuals will come and go, despite our best efforts. Once we accept that fact, we can move on and do the best we can.

Job-satisfaction research shows that close to 80% of people dislike what they do for a living, from a feeling of mild irritation to absolute loathing. In fact, research out of Canada last year identified that

- **Over 50% of employees are not engaged at work at all,**
- **Over 30% HATE their jobs.**

*Not great numbers for retaining our employees.*

- **According to a recent US Human Resources Management Association study, 82% of managers and 78% of employees are currently looking for another job opportunity.**
- **A UK study discovered that 33% of new employees are looking for a job the very day they start a new position. That certainly does not bode well for our career development practices.**





So, how do you attract, hire, and retain good people?

**First: Set a goal to be an employer of choice.**

- Your firm must have a solid reputation in the marketplace that it is an excellent place to work.
- Your work environment and culture are two of the essential ingredients for creating a positive reputation that will attract employees. The most talented individuals usually have other job choices. Your work environment sets the tone for their decision to join or not.

Great marketing does not improve a poor product. You can advertise, attend job fairs, and implement PR campaigns but to attract and keep good people, there is no substitute for a supportive work environment.

Obviously, that can't be accomplished overnight. It is achieved when Transforming Leadership is activated within your organization. **Having competent, supportive leaders who equip others to win** is a first step to attracting, hiring, and retaining talent in your organization.

**Second: Be clear about what you want for your company and who can help you achieve your goals.**

1. You must be clear about the qualities, characteristics, values, skills, and experience you desire in the people who work for your company. **Document** your needs and wishes for each of those areas. If your intent is not in writing, it does not exist.
2. Confirm the job style best suited to each work position. If the personal style of the individual does not match the job style of the position, there is little chance the person will be able to sustain an acceptable level of performance or stay engaged in the role. In fact, our experience with over 1 million people is that any hiring process that does not include the critical element of matching those two styles will lower the potential for success.



3. Most successful hiring systems include **assessments**. They provide credibility and consistency to your process and confirm that the job fits the applicant's *purpose*, talents, and gifts. Contrary to what many recruiters believe, they don't hire anyone! The applicant is the one who chooses to engage the opportunity in front of him or her.
4. As the person doing the hiring, you can exclude an individual from your team. Your ability to say No is critical to attracting the best talent. That also applies to the applicant. Your interview process should encourage applicants to feel equally comfortable saying Yes or No to the job opportunity. Some recruiters erroneously believe they are there to close the deal—to get applicants to say Yes to accepting a position.

**What if applicants say Yes because they were persuaded to do so, not because they really fit the job? That tactic will contribute to poor performance and increased turnover.**

- What if you are interviewing individuals who do not know their *purpose*, values, or gifts? It is your responsibility as a recruiter to assist applicants to get in touch with their *purpose*.

That's where assessments come in. They provide a methodology and process to help people confirm their values and *purpose*.

- Use predictive tests to exclude applicants.
- Use self-discovery assessments to include and hire.

When candidates connect with the important insights they learn from their assessments, they can clearly understand whether they fit a job opportunity.

That's why CRG assessments such as the *Values Preference Indicator*, *Personal Style Indicator*, *Job Style Indicator*, *Self-Worth Inventory*, *Stress Indicator and Health Planner*, *My Source EXPERIENCE Journal™*, and *Leadership Skills Inventory-Self* are so popular—and preferred over alternatives in the marketplace.

The CRG assessments help candidates answer questions about themselves and a proposed opportunity.

If you short-change your hiring process and don't use assessments, you will pay the price through staff turnover.

The key to retaining talent is to be proactive. Know how each person is engaged and connected to his or her job roles and responsibilities.

**Oddly, letting some individuals go can help you retain talent.**

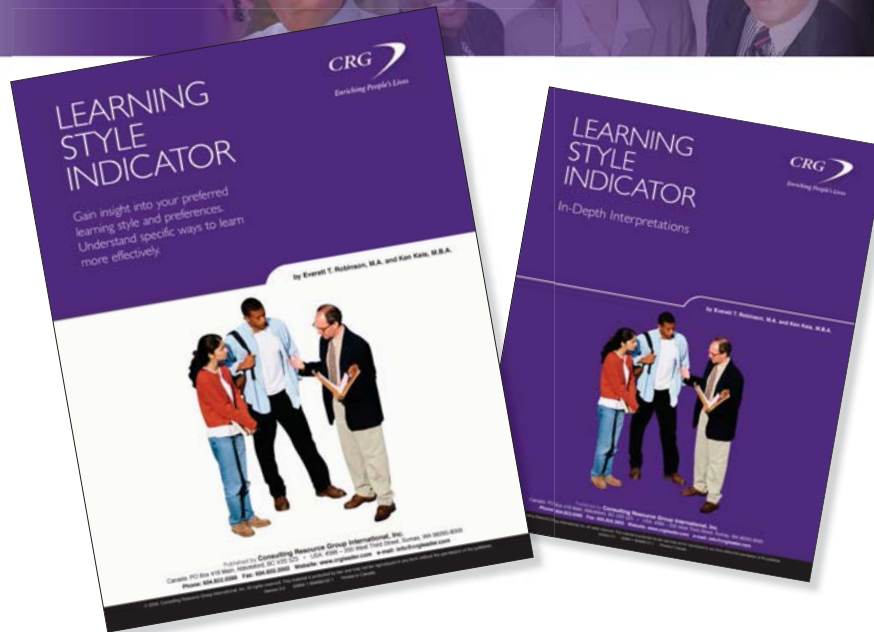
**Why?**

The presence of incompetents can frustrate those who are doing their jobs well. Dedicated, capable staff members become perturbed when an organization permits incompetents to stay, such as a poor manager or someone who compromises the organization's values.

People change and grow, which might require shifting or expanding job responsibilities, but some talented folks will quit because you promoted them to a level or area they don't like. The assumption that everyone has the ambition to advance is incorrect. When staff members already like what they are doing, changing their job responsibilities could cause them to disengage and leave the company.

In spite of your best efforts, some individuals will desert your organization. Look at that as an excellent opportunity to hire fresh blood—the chance to engage more-appropriate people!

# LEARNING STYLE



**“CRG learning tools will help leaders and others create change in corporations, organizations, and personal realms. The possibilities are endless.”**

Brook Montagna, MS  
Business and Life Coach

## Learning Style Indicator (LSI)

**In today's global knowledge-based economies, continuous learning is a must—just to keep up!**

Discover how you and others learn best by completing the *Learning Style Indicator*. This 12-page self-administered and self-scored assessment helps you and your clients understand your natural learning preferences, your learning style pattern, and your most effective learning strategies.

For years, some students were wrongly accused of being poor learners when, in fact, they were being taught by instructors who didn't teach the way those students were best able to learn. Every single learner—from elementary/middle school students, to adults retraining for a new profession—should understand his or her preferred learning style. Then, as learners they can intentionally create a learning environment that plays to their strengths and preferences.

### Use the LSI to:

- Learn How You Learn
- Understand the Four Different Learning Styles
- Confirm Your Specific Learning Style Pattern(s)
- Determine the Best Learning Environments and Instructors for You

### Use the LSI for:

- Any Student, Age 14 and up
- Employees
- Instructors
- Seminar Participants
- Clients

Not only should every learner complete the *LSI*, every instructor, educator, teacher, parent, speaker, facilitator, coach, leader, and supervisor should understand the needs and wants of each of the 21 learning style patterns.

**Note:** The CRG *LSI* results and model are proprietary, and are not the same as other models such as NeuroLinguistic Programming (NLP) or Emotional Intelligence (EI).

**\$15**

## LSI In-Depth Interpretations

**Maximize your learning potential with a thorough understanding of your specific learning style pattern.**

The 24-page *LSI In-Depth Interpretations* booklet provides a 1-page expanded description of each of the 21 proprietary *LSI* learning style patterns.

### Use it to understand:

- Learning Strengths
- Limitations
- Self-Perception
- Learner Approaches
- Style-Shifting Tips
- Instructional Preferences

Why have alternative and nontraditional universities and education options thrived over the past decade? They have finally acknowledged the need to serve the learner by offering blended learning options, rather than the antiquated cookie-cutter approach of the past. If you want to optimize the learning ability of yourself or others, the *LSI In-Depth Interpretations* is a must!

**\$15**

## Online Learning Style Indicator

The Online version can be completed 24/7, as long as you or your client have an Internet connection. The Online version automatically calculates your scores and determines which of the 21 *LSI* style patterns apply to you. Most individuals complete the *Online LSI* in just a few minutes. It includes 100% of the content of the print-based *LSI* assessment and your specific results from the *LSI In-Depth Interpretations*. The results are stored in your very own **Individual Learning Center** where you can view, print, or forward (email) them to anyone at any time. The *Online LSI* also can be completed as part of any **Corporate Learning Center (CLC)** and stored for use by an individual, group, or organization.

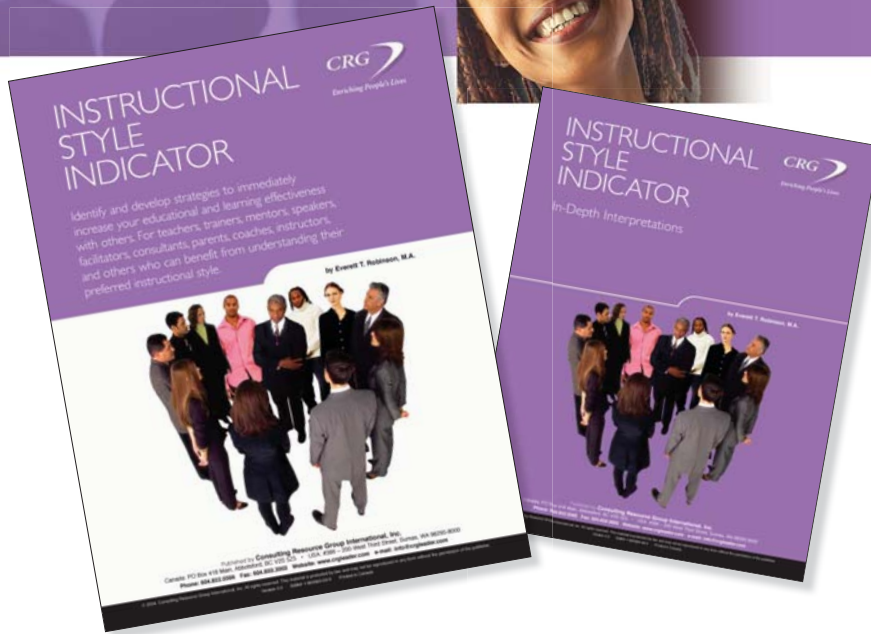
**SINGLE \$35**

**10 PACK \$300**





# INSTRUCTIONAL STYLE



**“Your resources are significant in their impact on lives, yet are simple to use and understand. That’s a huge value-add to people and organizations who need help making sense out of the complexity of life.”**

Harvey Matchullis, Director  
Christian & Missionary Alliance

## Instructional Style Indicator (ISI)

The **Instructional Style Indicator** is a compelling communication and learning tool that can instantly improve the instructional performance and results of any educator, teacher, speaker, trainer, facilitator, coach, or instructor. This 16-page self-administered and self-scored assessment helps you and your instructors identify your preferred teaching style pattern.

Are you frustrating your students and participants? Learn how to immediately implement instructional flexibility—to increase your learning impact.

### Use the ISI to:

- Hire and Evaluate Instructors
- Confirm Instructional Style
- Determine Instructional Limitations
- Understand How to Teach Different Learning Styles

### Use the ISI for:

- Teachers/Educators
- Speakers and Trainers
- Human Resources Managers
- Any Instructors
- Supervisors/Leaders

Instructors are respected or disrespected, based upon their ability to share information in a way that meets participants’ needs—not just the needs of the instructor.

**\$20**

## Online Instructional Style Indicator 360°

This effective instructor-development tool provides nonjudgmental feedback on how your learners/students experience your instructional responsibilities. After you confirm how others perceive you, you can use the **ISI 360°** to improve your teaching impact. As an educational leader, you may forward an **ISI 360°** to third parties to complete, regarding anyone in your instructional team.

- |          |               |
|----------|---------------|
| SINGLE   | <b>\$25</b>   |
| 5 PACK   | <b>\$100</b>  |
| 10 PACK  | <b>\$150</b>  |
| 100 PACK | <b>\$1000</b> |



## ISI In-Depth Interpretations

**Over 80% of university students state their classes are boring. Why? Their instructors are not teaching the way those students learn best.**

An important companion to the **ISI**, the 24-page **ISI In-Depth Interpretations** booklet provides a 1-page expanded description of each of the 21 proprietary **ISI** instructional style patterns. The descriptions of each style focus on your

- Strengths
- Self-Perception
- Limitations
- Instructional Style-Shifting Tips

To increase the success of your participants and students, take the leadership role and responsibility. Shift your instructional style to meet their learning style needs.

Use insights from the **ISI In-Depth Interpretations** to improve your instructional effectiveness immediately and increase your credibility with your learners.

**\$15**

## Online Instructional Style Indicator

The Online version can be completed 24/7 as long as you or your client have an Internet connection. The Online version automatically calculates your scores and determines which of the 21 **ISI** style pattern(s) apply to you. Most individuals complete the **Online ISI** in just a few minutes. The **Online ISI** includes 100% of the content of the print-based **ISI** assessment and your specific results from the **ISI In-Depth Interpretations**. The results are stored in your very own **Individual Learning Center** where you can view, print, or forward (email) them to anyone at any time. The **Online ISI** also can be completed as part of any **Corporate Learning Center (CLC)** and stored for use by that individual, group, or organization.

- |         |              |
|---------|--------------|
| SINGLE  | <b>\$45</b>  |
| 10 PACK | <b>\$400</b> |



## LEARNING RESOURCES

## LSI Trainer's Guidelines

As an educator, speaker, trainer, coach, parent or workshop leader, you'll find the **Learning Style Indicator Trainer's Guidelines** the essential tool for presenting the **LSI**. It outlines specific talking points, professional insights and training sequences, tips, and processes. We also recommend the **CRG Models** tool with PDF master handouts to support your **LSI** program.

The **Guidelines** provide you with the following.

- Objectives for Your Presentation
- Presentation Options
- Background Information
- Discussion of the Different Learning Styles
- Group Exercises

**Note:** **LSI/ISI PowerPoint Deluxe** and the **Why Don't You Teach The Way That I Learn?**<sup>™</sup> workbooks/workshops will be available in the near future.

**\$40**

## Coming Soon . . .

### Why Don't You Teach The Way That I Learn?<sup>™</sup> Workbook

The title says it all—**Why Don't You Teach The Way That I Learn?**<sup>™</sup>. Three varieties of this workbook/program are currently in development.

1. Half-day workshop for learners
  2. Half-day workshop for instructors
  3. Full-day program teaching instructors how to teach instructors
- Learners confirm their preferred learning style, to help them establish specific environments that play to their strengths and to adjust to and accept instructional styles contrary to their preferences.
  - Instructors confirm their preferred instructional style and its implications. They learn the dynamics and needs of various learning styles and patterns, practice style-shifting, and work with case studies to increase participants' success. All learning styles must be considered when you develop any curriculum, including live, distance, online, and blended learning courses.

You may customize the workbooks and programs to use with your learners and instructors.

**\$26**



## ISI Trainer's Guidelines

As an instructor, speaker, trainer, coach, facilitator, recruiter, or career or HR professional, you'll find the **Instructional Style Indicator Trainer's Guidelines** key to implementing the **ISI**. It outlines specific applications and limitations, professional insights and training sequences, tips, and processes.

- Discussions on Thinking and Learning Style Patterns
- Definition of Learning Style
- Instructions on how to Complete the **ISI**
- Information about engaging your participants, with examples and exercises specific to the **Instructional Style Indicator**

**Note:** **LSI/ISI PowerPoint Deluxe** and the **Why Don't You Teach The Way That I Learn?**<sup>™</sup> workbooks/workshops will be available in the near future.

**\$40**

## Coming Soon . . .

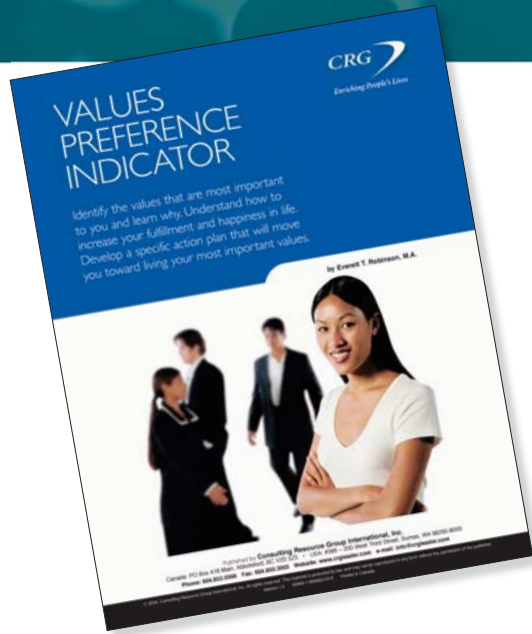
### ISI/LSI PowerPoint Deluxe

Look professional and bypass hundreds of hours of development time by accessing the **LSI/ISI PowerPoint** presentation to support facilitation of the **LSI** and/or **ISI**—in private and seminar formats. The **PowerPoint** presentation follows each variety of the **Why Don't You Teach The Way That I Learn?**<sup>™</sup> workbooks and programs.

This is a single-license version with permission to customize and edit the presentation to fit your specific needs. You may add or delete slides to match your presentation objectives. The **LSI/ISI PowerPoint Deluxe** comes on a master CD with an accompanying binder of full-color printouts.

**\$175**

VALUES AND HEALTH



**Values Preference Indicator (VPI)**

The *Values Preference Indicator*—a 12-page professionally developed learning and communication tool—is content-rich, self-administered, and self-scored. You prioritize from a list of 21 behavioral values, then complete our proprietary forced-choice values-decision matrix. In a single page, you make over 300 micro decisions about your values. With thousands of users over the years, we continue to be amazed by the high percentage of people who at first have no idea what their core values are, then realize their values are not being represented in their life. Then they realize why they are living unfulfilled lives.

**Use the VPI to:**

- Prioritize Your Values
- Design a Work/Career Life
- Make Intentional Decisions

**Use it for:**

- Everyone—No Exceptions!

If your life is not congruent with your core values, it is impossible for you to live and work **on purpose**.

**\$20**

**Online Values Preference Indicator**

This version can be completed online 24/7, if you or your client have an Internet connection. The Online version automatically calculates and prioritizes your list of 21 core values. Most individuals can complete the *Online VPI* in about 20 minutes. The *Online VPI* includes all the content of the print-based assessment. The *Online VPI* is a powerful option to enhance virtual support, coaching, career, professional development training, and/ or educational processes

**\$25** Also available in



CHINESE



**Stress Indicator and Health Planner (SIHP)**

The *Stress Indicator and Health Planner* is a professionally developed 24-page self-administered and self-scored instrument. Responding to 120 questions, you establish your stress and wellness levels in 5 specific sections: Personal Distress (observable through physical, psychological, and behavioral symptoms); Interpersonal Stress; Wellness Assessment (including nutritional and health practices); Time; and Occupational Stress.

Armed with your results, you progress to Part 2 of this assessment, The Health Planner—12 pages of specific strategies, techniques, and action items where you can make positive changes for improved health, performance, and quality of life.

**Use the SIHP to:**

- Identify Stress in 5 Critical Areas
- Determine Targeted Action Plans
- Incorporate Healthy Behaviors
- Increase Job Satisfaction
- Improve Quality of Life

**Use it for:**

- Employee Assistance Programs
- Corporate Wellness Programs
- Each Family Member
- Employees and Managers
- HR Strategies

**\$20**

**Online Stress Indicator and Health Planner**

This version can be completed 24/7, if you or your client have an Internet connection. The Online version automatically calculates and totals your responses to each of the 5 sections and 120 questions. The *Online SIHP* includes all the content of the print-based assessment.

Your results are stored in your very own **Individual Learning Center** where you can view, print, or forward (email) them to anyone at any time. The *Online SIHP* is a powerful option to enhance any wellness, professional development, and/or educational processes.

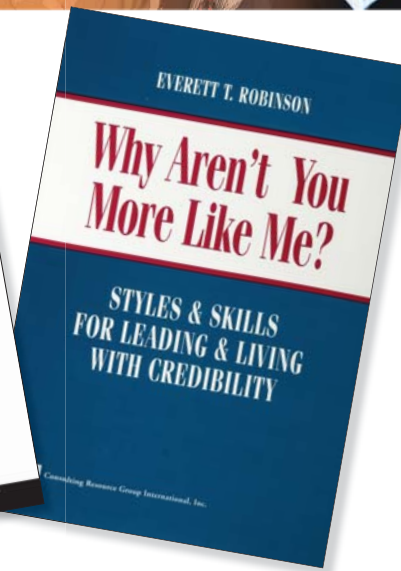
**\$25**





# SELF-WORTH

Are you confident in all areas of your life? Do you know each of us can have situational self-worth—various levels of self-worth in different situations, depending on the context and environment?



Without this book, you have only scraped the surface of the science of Personal Style.

## Self-Worth Inventory (SWI)

The *Self-Worth Inventory* is a 16-page professionally developed, self-administered, and self-scored learning and communication tool. Responding to 40 questions, you establish your self-worth levels in 5 critical areas: Self; Family; Peers; Work; and Projected Self. You confirm your level of self-worth in each area to discover your levels of Self-Concept, Self-Esteem, and your Overall Self-Worth.

Research proves our self-worth levels highly influence our productivity, capacity to engage, our happiness, wellness and stress, our propensity for addictions, ability to embrace change, willingness to take personal responsibility for outcomes, and much more.

In Part 2 of the *SWI* assessment, you are provided with research on the impact of low and high self-worth, plus 12 specific strategies for increasing and developing the self-worth of yourself and others.

Our thoughts and feelings about ourselves radiate into everything we do.

### Use the *SWI* to:

- Enrich Your Quality of Life
- Increase Your Self-Confidence
- Improve Your Overall Success

### Use it for:

- All Employees
- Students
- Family
- Professionals

**Note:** The *SWI* work section can be used with high school and university students, and for parenting and volunteer efforts.

**\$20**

## Why Aren't You More Like Me?™

This 226-page book is the ultimate resource to support all the CRG style assessments—Personal, Sales, Entrepreneurial, Learning, Instructional, and Quick Style instruments.

Learn why and how style is a baseline for career, life, and relationship decisions. In our experience, individuals operating without style knowledge are flying blind.

Fulfillment comes from playing to your strengths, not renovating your weaknesses. Learn how to develop credibility instantly with others who are different than you are—while still honoring your own personal style. Everything in your life is connected to your personal style. Take charge and live your life *on purpose*.

If you are a personal or professional developer, this book teaches you the difference between the CRG Personal Style Model and others such as MBTI, DiSC, and True Colors. Discover why over 80% of professionals switch to CRG style assessments.

### The Goals of This Book

- Increase Awareness of Personal Style in Self and Others
- Improve Self-Control over Personal Style
- Expand Personal Credibility
- Apply Personal Style
- Enhance Your Leadership at Work and at Home

Take your Personal Style knowledge and understanding to the next level with *Why Aren't You More Like Me?™*

**\$30**

## Online Self-Worth Inventory

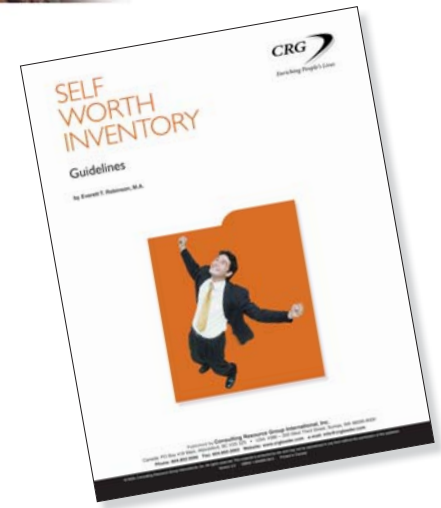
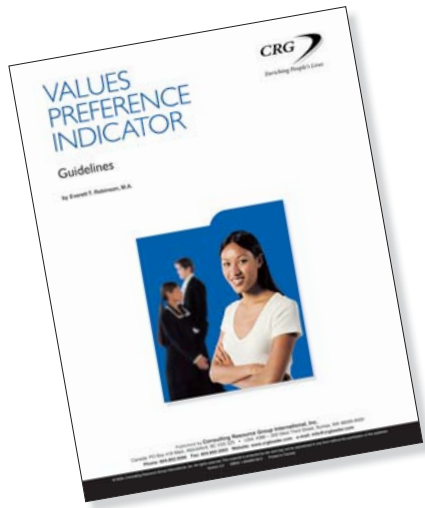
This version can be completed online 24/7, if you or your client have an Internet connection. The *Online SWI* automatically totals your responses to the 40 questions and provides a summary of each of the 5 sections, plus your self-concept, self-esteem, and overall self-worth levels.

The *Online SWI* includes all the content of the print-based assessment. Your results are stored in your very own

**Individual Learning Center** where you can view, print, or forward (email) them to anyone at any time. The *Online SWI* is a powerful option to enhance virtual support, coaching, career, confidence, professional development, and/or educational processes.

**\$25**





### VPI Trainer's Guidelines

If you are a speaker, trainer, coach, facilitator, or workshop leader, the **Values Preference Indicator Trainer's Guidelines** will assist you in presenting the **VPI**. It outlines specific talking points, professional insights and training sequences, tips, and processes.

The **VPI Trainer's Guidelines** provide you with the following.

- Outline for 2-to-4-Hour Presentations
- Script Detailing the Main Concepts of the **VPI**
- Group Exercises

The **VPI Trainer's Guidelines** is the essential tool for presenting and using the **VPI**.

**\$40**

**“...I design my programs to meet the individual needs of my clients. The Values Preference Indicator is just one of your assessments that supports this part of my program. Participants have found each system an excellent tool in assisting them in their personal development.”**

Agnes Schoepfner, LC, BA  
ADD Training

### SIHP Trainer's Guidelines

The **Stress Indicator and Health Planner Trainer's Guidelines** is an important tool for helping instructors, speakers, trainers, coaches, facilitators, recruiters, and career and HR professionals implement the **SIHP**. It outlines specific applications and limitations, professional insights and training sequences, tips, and processes.

- Outline for a 2-to-3-Hour Presentation
- Scope and Limitations of Assessment
- Format to Establish Current Levels of Stress and Health in 5 Areas
- Content Detailing the Main Concepts of the **SIHP**
- Process for Developing a Specific Action Plan, using Part 2 of the Assessment

**\$40**

**“The implementation of the SIHP into our Stress Management Program has proved an enormous success.”**

Liz McNally, Director Training & Development  
London Drugs Limited

### SWI Trainer's Guidelines

#### Why reinvent the wheel?

Speakers, trainers, coaches, facilitators, and workshop leaders will find the **Self-Worth Inventory Trainer's Guidelines** indispensable for the **SWI**. It outlines specific talking points, professional insights and training sequences, tips, and processes. It also

- Explains the Power of Self-Worth for Success in all Areas of Life,
- Outlines an Action Plan Template for Your Clients, and
- Helps You Develop a Compelling 2-to-3-Hour Training Session using the **SWI**

**\$40**

**“...tools such as the Self- Worth Inventory have many applications for our business, both in terms of...organizational development and for working with health care and human resources professionals. How refreshing it is to attend a training program where the presentation lives up to the expectation.”**

Ruth B. Fischer, President  
NutriSmart Inc.



**Cindy Key** works with professionals who are ready to land the right job at the right salary in record time with less stress.

She is the creator of Accelerate Your Search™, a proven system that makes the hard work of getting your dream job quick and easy. Cindy is the founder of CD Key Concepts, Inc., specializing in helping people and organizations achieve business results by unlocking human potential.

## Is Your Career Just Floating Down The River?

**Anyone who has spent time on a river knows the difference.**

**FLOATERS** let the river take them and their flotation device wherever it chooses. They are content to watch the world go by at its own pace—with their progress and direction at the mercy of other forces. Floaters sometimes take an unexpected dip because they are not prepared for the currents. *Floaters just let it happen.*

There are floaters in the workplace, too. They allow bosses, department heads, and other forces to direct their careers. Unprepared for change, they can find themselves “in deep water,” trying to figure out what happened—wondering if that promotion will ever come and where their career is going. Floaters don’t take control of their careers; they don’t live their *purpose*.

**PADDLERS, on the other hand, take charge of their direction, path, and speed. Paddlers are going somewhere—with a purpose. Paddlers make it happen.**

Paddlers have a distinct mindset and a *purpose*. They think like the CEO of a business. They assess their strengths and weaknesses, develop their skills, and hone an understanding of the currents, conditions, and environment. Paddlers, such as kayakers, have a plan for the trip. If they take a spill, they have the ability, confidence, and self-understanding to right the craft quickly and continue their journey. What might have been a disaster becomes a minor detour.

***Are you a floater or a paddler?***





To the paddler, career management—like the river—is serious business. It means taking control and focusing on “career” as a business, taking action in key areas, and selecting an effective coach as a guide when necessary.

**If you are—or seek to be—a paddler, here are 8 strategic steps for managing your career.**

## THE 8 STEPS

### 1. Don't turn your career over to anyone else to run.

The coaching process can help you discover any number of blind spots you may have, where you are allowing others to manage your career to their advantage. Bosses or human resources departments usually work in the company's best interest. Sharing appropriate information with them about you may help advance your career.

### 2. Define who you are and the unique value you bring to the marketplace.

Identify your strengths, your interests, and your passions. The use of several of the CRG assessments can assist you in this step. Typically, these factors drive your career accomplishments and motivate you. Coaching can help you discover and better express your message to others in a manner that enhances your value in the marketplace.

### 3. Know your customer.

If you want to be effective, you must know your customer. That means learning customer needs and wants and understanding how you can fulfill them. You must sell your expertise to both external and internal customers.

Critical internal customers to every employee are bosses, the boss's boss, other departments, and the organization itself. Each of these constituents buys your services on a daily basis. Discovering how to build relationships and sell to those customers can enhance your career on many levels.

### 4. Understand your value-added issues.

What value do you offer? What qualities make you unique? Often, they are the tasks you do better than most other people. Understanding how you communicate this value to your employer/customers is critical. You must be able to articulate your value-added qualities to get hired, be promoted, and continue to be compensated accordingly. Are you aware of the way you communicate your value and help others to link their value-added qualities to the organization?

### 5. Quality and customer/employer satisfaction are principal to your success.

If the people who use or purchase your services or products are dissatisfied with the experience, they will go elsewhere. Just like a consumer, an employer will shop around if your services are not up to standard. A cooperative attitude, timely delivery of quality work, and all other aspects of the employer's expectations must be met consistently. If they aren't, you are out of business or out of work.

Do you have an open mind about your performance? Effective coaching works to connect you to an awareness of your habits, your decision-making, and performance that can significantly influence your results. Coaching brings clarity to your assumptions by placing your efforts and energy on the activities that can alter outcomes. A good coach will challenge, question, and help you get to the truth of the situation.

### 6. Know your industry and what's happening within the industry.

Is your industry growing? Stagnant? Shrinking? Individuals who plan carefully and stay abreast can succeed even during times of radical change. Strategic planning, discipline, and focus are a must to take advantage of changing industry conditions.

### 7. Keep your skills current at all times.

To be successful at managing your career, you must constantly upgrade and enhance your abilities. Seek out continuing education—learn new skills, methods, techniques, strategies, and tactics to stay at the leading edge of your field. Whether you're an executive chef, senior manager, or an individual contributor, you must be as good as you can be—there's always a competitor one step behind you.

### 8. Always be open and able to change direction.

Business changes at a dramatic pace. Your career soon can be outdated or obsolete due to shifts in market conditions, changes in consumer preferences, and emerging technology. Coaching opens minds, creates awareness, helps you use new information quickly, and sparks the creativity within you. Career opportunities abound, if you are open to seeing them and willing to take control of your career.

Recently, a client who enjoys the rivers of New England shared this insight. For her, a river is much like life. She can choose to travel the river in many different ways . . . she can float on an inner tube or paddle in a kayak. Either choice will take her somewhere.

She chooses to paddle down the river—her river—because she has discovered that choice provides her with more enjoyment, fulfillment, and satisfaction. It allows her to take control of her journey and of the results she desires in her career.

Go to [www.accelerateyoursearch.com](http://www.accelerateyoursearch.com) to download a complimentary copy of *162 Ways to Accelerate Your Job Search*.

## LEADERSHIP



## Leadership Skills Inventory–Self (LSI–Self)

The *Leadership Skills Inventory–Self* is a powerful 20-page self-administered and self-scored leadership evaluation, coaching, learning, and development tool—based on the research and work in our *Transforming Leadership™* book. First, you rate your agreement to 12 critical **Transforming Leadership** principles. Unless your participants agree with these leadership principles, don't invest time and money on their leadership development—their attitude doesn't support the implementation of the **Transforming Leadership** model.

Proceed to the skills assessment area where you rank yourself on 60 specific leadership competencies, segmented into 5 sections each containing 12 skills. Each section builds on the previous section—so you must be competent in section 1 skills before you can be proficient in section 2 skills.

### The 5 sections

- Self-Management Skills
- Interpersonal Communication Skills
- Coaching, Counseling, and Problem-Management Skills
- Consulting Skills for Developing Teams and Organizations
- Organizational Development and Versatility Skills

Use the Professional Development and Planning Section to outline your next steps and strategies.

### Use the LSI–Self to:

- Establish agreement to the 12 Leadership Principles.
- Assess competency in each of the 5 leadership sections.
- Evaluate proficiency in any of the 60 Transforming Leadership Skills.
- Confirm perceptions of your leadership skills as others see you, using the *LSI–Others 360°* feedback tool.
- Determine the required professional development.
- Identify required skills for success in any leadership role.

The *Leadership Skills Inventory–Self* supports anyone in a leadership or supervisory role to first benchmark, then outline, specific steps to increase and improve his or her leadership effectiveness.

**\$25**

## Leadership Skills Inventory–Others (LSI–Others)

### What impact is your leadership really having with others?

The *Leadership Skills Inventory–Others* is the 360° companion to the *LSI–Self*. It allows team members, colleagues, and peers to measure their leader's skills, based on their experience. Trainers, coaches, and HR professionals use this tool to determine the professional development that will benefit supervisors, managers, and executives.

### Use the LSI–O to:

- Measure the Leader's Impact on Others
- Create a Leadership Development Plan
- Improve Productivity and Teamwork
- Increase the Results of the Leader

Summary sheets are provided to hand-calculate multiple responses for each leader.

**SINGLE \$15**

**10 PACK \$100**

## Online Leadership Skills Inventory–Self

The Online version can be completed 24/7, if you or your client have an Internet connection. The Online version automatically calculates and totals your responses to the 12 Transforming Leadership Principles, each of the 5 sections, and the 60 questions. The *Online LSI–Self* includes all the content of the print-based assessment.

Your results are stored in your very own **Individual Learning Center** where you can view, print, or forward (email) them to anyone at any time. The *Online LSI–Self* is a powerful option that enhances any virtual support, coaching, supervisory, leadership, or professional development and/or educational processes.

**\$35**

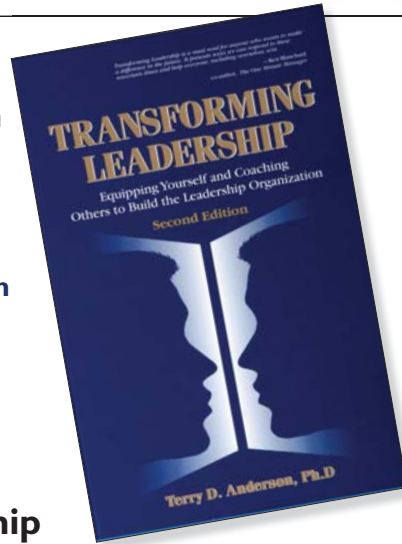


**ONLINE  
LEADERSHIP SKILLS  
INVENTORY–SELF**



**“Transforming Leadership™ is a must-read for anyone who wants to make a difference in the future. It presents ways we can respond to these uncertain times and help everyone, including ourselves, win.”**

Ken Blanchard, Co-Author  
*The One Minute Manager*



### Transforming Leadership

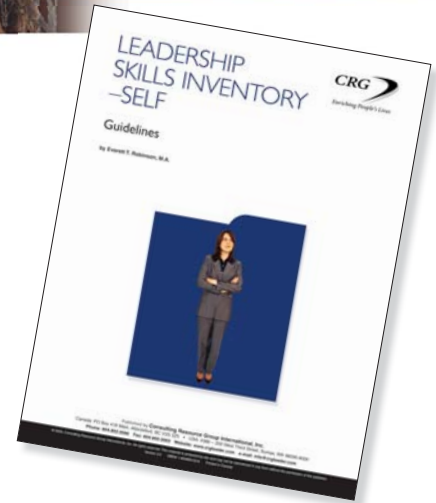
**The need for competent leaders and leadership has never been greater!**

In his hard-cover 300+ page, no-fluff book, Dr. Terry Anderson coaches you to develop the critical skills you need to become a Transforming Leader. *Transforming Leadership™* provides the substantiation and supportive information required to successfully implement a professional development plan from the *Leadership Skills Inventory–Self* or *360°* results.

Numerous university leadership and communication courses from around the globe now use our leadership model as the anchor point for their curricula and leadership retreat formats.

Start *your* journey to becoming a Transforming Leader today.

**\$50**



### LSI–Self Trainer's Guidelines

As a speaker, trainer, coach, facilitator, mentor, or workshop leader, you will find the *Leadership Skills Inventory–Self Trainer's Guidelines* a vital tool for presenting and using the *LSI–Self*. It outlines specific talking points, professional insights and training sequences, tips, and processes. We also recommend the *Transforming Leadership™* book to support the *LSI–Self* with in-depth information for each of the 5 skill sections. The *Guidelines* include an outline for a 2-to-3-hour program.

**\$40**

### Online Leadership Skills Inventory–Others

The Online version can be completed 24/7, if you or your client have an Internet connection. The Online version automatically calculates and totals your responses to each of the 5 sections and 60 leadership skills. This single version of the leadership *360°* feedback follows the print-based format.

The results are stored in your **Learning Center** where you can view, print, or forward (email) them to anyone at any time. The *Online LSI–Others* is a compelling option that enhances any virtual support, coaching, supervisory, leadership, or professional development and/or educational processes.

**\$15**



ONLINE LEADERSHIP SKILLS INVENTORY–OTHERS

### Online Leadership Skills Inventory 360° Summary Report

**Coming Soon!**  
**Check our Website for launch announcements.**

This system allows independent administrators to facilitate and manage results from the *Online Leadership Skills Inventory 360°* process and compare an individual's results to the feedback of his or her peers, using the *Online LSI–Others* assessment. You can send confidential links to the feedback participants, without requiring them to register. The system collates the responses and provides you with the summary report.

This report provides excellent opportunities for coaching and developing leaders on any of the 60 leader's competencies listed in the *Leadership Skills Inventory*.



LSI–S 360°





## TRAIN-THE-TRAINER

“These instruments of CRG flow together in such a way that encourages people to live with *purpose*. I look forward to sharing with others.

Thank you for your sincerity and energy.”

Cindy Fafard, Director Trainer  
Huntsville Hospital

# Unlock Your Potential and the Potential of Others

## Start with CRG’s 3-Day Train-The-Trainer Certification Workshop, Level I

If you are a leader or an independent/internal professional developer desiring to make a difference in other people’s lives, this event is for you. You will instantly increase your value and capabilities for serving and impacting your constituents.

Unlike many other certification workshops, we equally focus on your professional and personal development as much as how to use CRG resources with others.

### Who Should Attend a TTT Session?

- Leaders
- Trainers
- Coaches
- Speakers
- Educators
- Recruiters
- Counselors
- Consultants
- Team leaders
- Career center staff
- HR professionals
- Network marketers
- Sales professionals
- Faculty and staff of universities and colleges
- Internal and external consultants
- Change-management specialists
- Career development professionals
- Relationship coaches and counselors
- Plus many others

### In These High-Impact, In-Depth 3 Days, You’ll Learn These Essentials.

- Why over 80% of professionals prefer and switch to CRG tools from other personality assessment resources—like DiSC, MBTI, and True Colors
- The importance of a holistic and congruent development strategy and how CRG’s family of 100+ resources fulfills this critical principle
- Why CRG’s tools cannot be compared to others in the marketplace
- How to instantly increase your credibility and effectiveness with others and how to teach others to do the same
- A simple yet powerful strategy to immediately accelerate others’ success
- How to incorporate CRG resources into providing specific and targeted solutions for your client group
- The key factors on why 80% of individuals dislike their job or work—from feelings of mild irritation to downright loathing—and what to do about it
- How to use CRG-developed course outlines to create solutions for communications, sales, relationships, leadership, wellness, career, entrepreneurship, learning, team-building, and much more
- The steps to attract, hire, and retain talent in any organization
- How to match Personal Style with the job style of the position
- Ways to measure the stress levels of yourself and others and the steps to improve wellness levels
- Why the skills of CRG’s **Transforming Leadership** model are essential for effective leadership

\$1997, with a 25% discount for the second and subsequent attendee(s) from the same organization.

## PROFESSIONAL SERVICES



**“TTT I was a fabulous investment of my time—and time is my most treasured commodity. It has stretched me personally and given me tools to build credibility and results for our clients.”**

Linda Maul, President  
*Creating People Power*



### You're in great company with CRG.

Hundreds of thousands of users—in more than 20 countries and 8 languages, over the past 30 years—have already experienced The CRG Difference. CRG's resources have had the privilege of helping restore and holistically **enrich people's lives**, from individuals, families, educational institutions, and small businesses to large associations and Fortune 500 companies.

Join CRG for this powerful weekend of learning, inspiration, knowledge, wisdom, purpose, camaraderie, and fun!

We conduct our 3-Day **TTT I** program on a regular basis. Over \$1200.00 worth of materials are included with your registration. If you are interested in attending this transforming program, please call us or visit our Website for the next opportunity.

Call **1-604-852-0566** or go to **[www.crgleader.com/train-the-trainer](http://www.crgleader.com/train-the-trainer)**.

Please ask about discounts available for multiple registrations from the same firm.

*Space is Limited.*

**Note:** CRG's **TTT** programs qualify as continuing education credits for some organizations. Please check with us to see if your association is part of this growing list.

*Please contact CRG for details and to determine if you qualify for this unique opportunity.*

## CRG's Train-The-Trainer Certification Workshop Level II

**Attending TTT I Certification Workshop is a prerequisite to attending our Advanced Level II program.**

This highly interactive program is participant-driven including case studies, application models, free space, networking, presentation responsibilities, and much more.

We look forward to having you join us for this intense yet friendly event.

Please contact us for details and upcoming dates.

Call us at **1-604-852-0566** or go to **[www.crgleader.com](http://www.crgleader.com)**.

### CRG Professional Services

- Trainer Certification Workshops
- In-House **TTT Certification Workshops**
- On-Site Delivery
- Conference Presentations
- Special Events
- Content Customization
- Content Development
- Licensed Associate Opportunity
- Coaching

**Our Global Network of Licensed Associates is ready to respond to your specific development needs.**

Whether you are looking for executive coaching, someone to facilitate the CRG products, customize our curriculum, develop new content, or lead a session at your retreat or conference, our experts have what it takes to get your desired results.

### Special Partnership Opportunity

Are You Interested in Hosting or Sponsoring a **CRG TTT Certification Workshop** in Your Area?

If you are an individual or organization with access to a community of professionals who would benefit from any of our **TTT Certification Workshops**, consider CRG's Host/Sponsor Opportunity!

- Generous revenue-sharing model—both upfront and ongoing

We are looking for interested parties to host CRG's **TTT** events throughout the world.

# The CRG Licensed Associate Program

**“A phenomenal opportunity for personal growth and professional development. Superior quality tools with high credibility that provides coaches, trainers, speakers and facilitators an amazing array of assessments to make a huge difference in people’s lives.”**

Howie Hoggins  
Energy Shifting Adventure

**Become an official representative** for CRG resources and enhance the value you already offer your clients—while accessing special privileges and benefits reserved only for CRG Licensed Associates.

**Are You Interested in . . .**

- Accessing over 100 assessments/resources that will immediately increase your credibility and results with your clients?
- Creating new streams of income?
- Becoming part of an exceptional group of colleagues who are personal and professional development specialists?
- Making a difference in other people’s lives?
- Doing business internationally with multilingual options and earning a living through those activities?

If you answered Yes to these questions, you may qualify to become an official representative of CRG and its resources.

**User-Friendly and Easy to Understand**

CRG has designed its resources to be focused on the learner, not the administrator. Even though the assistance of a trained professional can add value, individuals and organizations can engage the process on their own.

The quality of the CRG learning experience instantly increases the credibility of any professional using them. The content of our materials conveys a sense of confidence and professionalism your clients and future clients will trust. Your affiliation with CRG and its resources will raise your level of credibility with others.

**Enhance Your Impact with Your Clients**

Our resources create impact for the participant. They are the beginning of greater self-knowledge, behavioral improvements or changes, and personal development. Individuals, families, teams, and organizations can enrich and transform their lives—and bring about permanent change. Without doubt, the CRG suite of products will make a difference in your clients’ lives!

**Develop a Global Business, Right from Your Location**

We are all part of a large-scale economy and business environment. Because CRG is a global player, you will be, too, when you become a CRG Licensed Associate or Affiliate. You can reach others around the world and promote in 8 languages—with more translations on the way. You need no longer rely on just the local economy. You can diversify your business worldwide.

**Leverage to Expand Your Professional Offerings, with No Development Time and Little Investment**

The challenge with most professional or personal developers—internal and external—is that development takes a lot of time, research, and money. It’s estimated that every hour of programming requires 20 to 50 hours of development.

Based on industry standards, a 1-day program could take up to 1 month to produce. And, during that time, business development will not be taking place, which will put a even greater strain on your resources. With CRG, you have

instant access to over \$7 million worth of content development and technology solutions.

**Connect with a Network of Like-Minded Professionals and Peers**

Whatever your level of success and responsibility, it is important to network and connect with others of like mind and values. When you take the training with other CRG Licensed Associates, you’ll be able to discuss potential applications, options, and possibilities on the use of CRG resources. Becoming a CRG client or Licensed Associate means you are part of the CRG family.

**Access CRG’s Proprietary Residual and Leveraged Revenue Model**

Because we recognize our business growth has always been based on relationships, we reward individuals and organizations for referring and consuming our products. CRG has created its own proprietary online Associate and Affiliate leveraged revenue model. Everyone can participate in earning fiscal rewards and discounts for others using CRG resources and for referring others to use CRG resources.

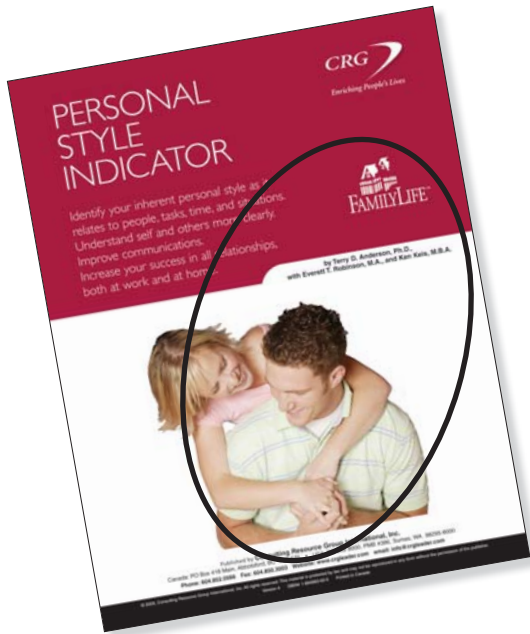
Our business model can be a potential fundraiser for nonprofit organizations and a residual revenue stream for businesses and individuals.

**Find Out if You Qualify to Become a CRG Licensed Associate**

Call Toll Free North America:  
**1-866-852-4347.**

International calls: **604 852-0566**  
email: [associate@crgleader.com](mailto:associate@crgleader.com)  
*We Look Forward to Serving You!*





## CRG Print-Based Private Label and Customization Options

**Want your CRG tools to more closely represent your company, industry, or clientele? We take our partnership-building commitment seriously.**

Private Labeling puts your logo, contact info, even a unique image on any CRG print-based assessment tool or workbook. For a small one-time setup fee, you can have the added advantage of professionally designed, just-in-time print resources that will keep your name in front of your clients and participants. We invested in our own digital print shop so we can serve you in just 7 days with an order size as small as 25 units.

**You have five Private Label Options.**

1. Add your Logo to the Front Cover and Your Contact Info to the Back Cover.
2. Add your customized Text to the Back Cover.
3. Add your Customized Image to the Front Cover.
4. Add your Customized Image to the Inside Front Cover.
5. Add your Customized Image and/or Text to the Inside Back Cover.

*\*Setup Fees Apply for Each Option*

**Go one step further**—have CRG customize one of our workbooks or programs with/for you, developed specifically for your clients or organization. Once your project is completed, CRG will print your customized workbooks/programs for you. There is a design fee, based on each specific project. Call for a free quote.

If you wish further details on the Private Label and Customization options, contact CRG. We will send you a PDF detailing your investment for each alternative.

*\*CRG Approval Required*

## International and Foreign Language Partnership Opportunity

CRG seeks to build partnerships with organizations globally that have the capacity to serve their market area using CRG resources.

Partners must be willing to support other professionals in the official language of their country or area. We prefer they have translation resources or have access to this expertise, to expand the CRG offerings in their respective language.

### Do You Qualify?

- Are you a re-marketer of your services/product(s) and CRG's products or services to a third party? Internal training and HR departments do not qualify, unless you sell your services to outside organizations or individuals.
- Do you abide by and agree to CRG's Professional Code of Conduct?
- Are you recognized as a capable professional organization engaged in personal and professional development?
- Can you attend CRG's **Train-The-Trainer (TTT)** program and are you able to host **TTT** programs in your area?

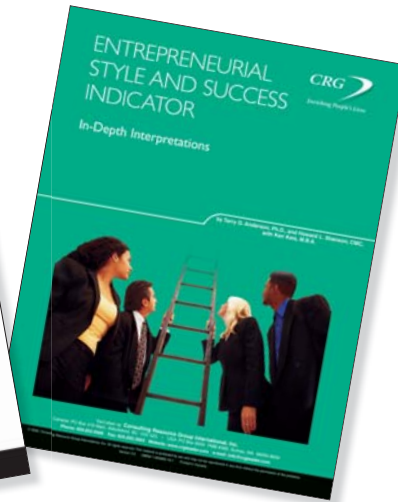
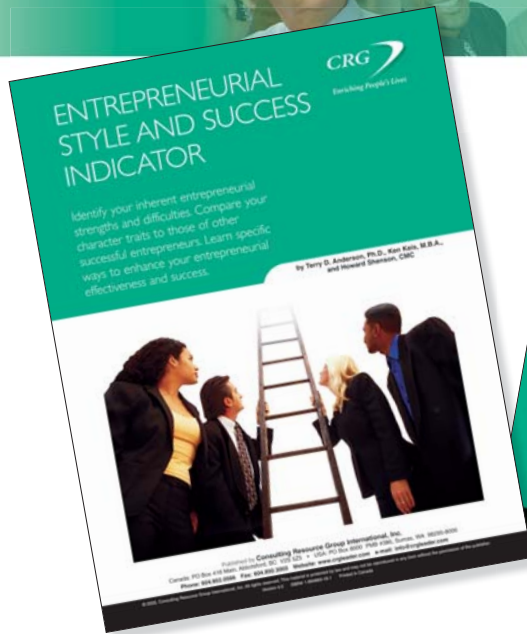
Our most successful Partners have the strong character traits of ambition and commitment. They take personal responsibility for their success and people find it easy to work with them.

**To Learn More about Our International Partnership Opportunities, please contact our President Ken Keis.**

Voice: **604-852-0566**

email: [president@crgleader.com](mailto:president@crgleader.com)

# ENTREPRENEURSHIP



Do you know that **75% of small business startups go out of business within the first 5 years and 92% go out of business by year 10?\***

## Entrepreneurial Style and Success Indicator (ESSI)

The *Entrepreneurial Style and Success Indicator* is an invaluable communication and learning tool for anyone involved in an entrepreneurial or intrapreneurial venture or activity. This 32-page scientifically developed self-administered and self-scored assessment helps you determine your inherent entrepreneurial tendencies, motivations, and propensities.

In part 1, participants identify their specific *ESSI* style pattern(s), which assists them to instantly understand their strengths and potential challenges so they can be more effective businessowners, partners, and entrepreneurial professionals.

In part 2 of the *ESSI*, you will rank yourself against the 28 top entrepreneurial success factors, based on CRG proprietary research conducted on 4000 successful entrepreneurs. Does your background and mindset reflect that of other successful entrepreneurs? The **Foundations of Entrepreneurial Assessment** will identify the extent to which you possess those success factors.

### Use the *ESSI* to:

- Determine your entrepreneurial strengths and preferences.
- Create a sustainable business model by playing to your entrepreneurial strengths, not your weaknesses.
- Intentionally select the best entrepreneurial venture, role, and responsibilities for you.
- Recognize the potential consequences of gaps in your entrepreneurial success factors.
- Enhance the efficiency and effectiveness of your operations.
- Build the right team and select the right partners.

**Increase your chances of entrepreneurial success by using the *ESSI*.**

**\$25**

\*Source: Industry Canada Stats

## ESSI In-Depth Interpretations (ESSI-ID)

The *ESSI In-Depth Interpretations* is the essential companion to the *Entrepreneurial Style and Success Indicator*.

The 48-page *ESSI In-Depth Interpretations* offers expanded 2-page descriptions of each of the 21 *ESSI* proprietary style patterns, with focus on the following.

- Entrepreneurial Tendencies
- Entrepreneurial Strengths
- Typical Difficulties
- Response to Stress
- Management and Leadership Implications
- Recommendations for Enhancing Entrepreneurial Success

It also includes a section on Developing Your Plan to Increase Your Entrepreneurial/Business Effectiveness. The added benefit of the *ESSI In-Depth Interpretations* is that you have all 21 style patterns in one booklet, providing instant access in a seminar or workshop format.

**\$20**

## Online Entrepreneurial Style and Success Indicator

The Online version can be completed 24/7, if you or your client have an Internet connection. The Online version automatically calculates your scores and determines which of the 21 *ESSI* style patterns apply to you, plus it totals your responses to the success factors section. The *Online ESSI* includes all the content of the print-based assessment, plus the *ESSI In-Depth Interpretations* that reflect your specific results. The *Online ESSI* is a powerful option that enhances any virtual support, business coaching, career, entrepreneurial training, and/or educational processes

**\$49** Also available in



CHINESE



**ONLINE  
ENTREPRENEURIAL  
STYLE AND  
SUCCESS  
INDICATOR**

## ESSI Professional's Guide

The 64-page *ESSI Professional's Guide* will assist you with the understanding, background, development, and applications of the *ESSI* instrument. You will learn what the term *Ipsative* means and why it is critical to any professional using this assessment. Also included are details of CRG's proprietary *Personal Style Model* and why the *ESSI* underpinning is preferred over other assessments. CRG's definitions of extroversion and introversion do not conform to stereotypical responses. Learn what we discovered about those critical items as they apply to every entrepreneur.

The *ESSI Professional's Guide* contains information on the following.

- The Purpose and Need for the *ESSI*
- How the *ESSI* and Related Tools were Developed
- Applications for the *ESSI*
- The Theory of Personal Style and How it Guided the Development of CRG's Tools

**\$75**

## ESSI PowerPoint Deluxe

Set yourself up to look professional and bypass hundreds of hours of development time. Access the *ESSI PowerPoint* presentation that supports the facilitation of the *Entrepreneurial Style and Success Indicator*—in a private or seminar format. The more than 130 slides follow the sequence and content of the *ESSI* and the *Discovering Your Pathway to Entrepreneurial Success™ Workbook*. This is a single-license version, with permission to customize and edit the presentation to fit your specific needs. You can add or delete slides to match your presentation objectives. The *ESSI PowerPoint Deluxe* comes on a master CD with an accompanying binder of full-color printouts.

**\$175**



## ESSI Trainer's Guidelines

### Why reinvent the wheel?

As a speaker, trainer, coach, facilitator, or workshop leader, you'll find the *ESSI Trainer's Guidelines* the essential tool for presenting and using the *ESSI*. It outlines specific talking points, professional insights and training sequences, tips, and processes. We also recommend the *CRG Models*, which contains PDF master handouts to support your *ESSI* program. If you want to implement an expanded, more in-depth workshop, use the *ESSI*, *ESSI-ID*, and *ESSI PowerPoint* in the *Discovering Your Pathway to Entrepreneurial Success™ Workshop*.

- Define Entrepreneurial style
- Discriminate between Potential and Ability
- Use the Proven Success Factors to Further Your Own Success

**\$40**

## Discovering Your Pathway to Entrepreneurial Success™ Workbook

**Do you want to help others increase their entrepreneurial success?**

The 64-page *Discovering Your Pathway to Entrepreneurial Success™ Workbook* is packed with all the steps and processes you need to facilitate a workshop or seminar. Use it with the *Entrepreneurial Style and Success Indicator*, *ESSI In-Depth Interpretations*, and *ESSI PowerPoint Deluxe*, which follows the workbook sequence. All together, these resources provide a comprehensive trainer and participant support package that is designed as a full 1-day workshop (6 hours of teach time).

CRG can also co-brand and/or customize the content of the workbook specifically for you or your clients. The cost of customization is unique to each project. Please call for a quote.

**\$26**



## ARTICLE



**Pia Ritch** is Chief Officer of Programming and Human Resources at Mission Community Skills Centre Society, which operates in the Fraser Valley of British Columbia. She has over 13 years' experience as an employment professional specializing in the development of programs and services that empower individuals to manage their careers. Pia believes a collaborative and holistic approach to career management maximizes success.

[pritch@missioncsc.org](mailto:pritch@missioncsc.org)

# Can You Take the “Individual” Out of the Development Process?

**Not if the outcome is expected to be successful.**

For over 13 years, Mission Community Skills Centre Society has worked with thousands of people in the field of career development and transitioning to employment. They participate voluntarily or are compelled to attend to ensure continuity of income assistance payments. A successful outcome depends on how the person reacts to the career planning process.

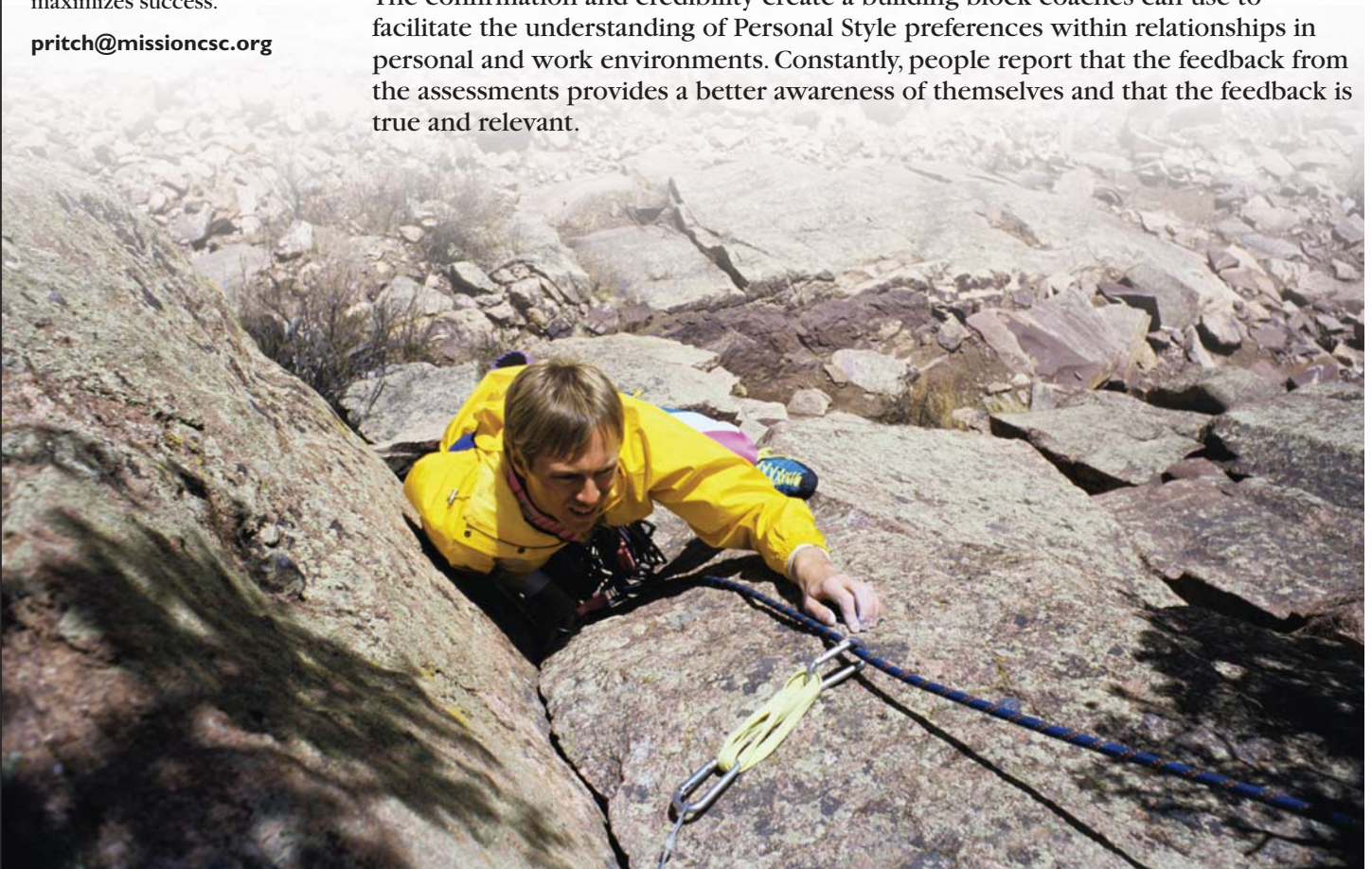
Experience shows this process must be relevant to the individual, which means the process and the career plan must have value—even to those compelled to attend.

Our employment service uses CRG assessment tools and models to build relevance and value for the individual with the expectation of success for all stakeholders.

No matter the age, gender, cultural background, work experience, economic situation, education, or other demographic variation of the participants, employment coaches find people want to become more self-aware to better control their career and job decision-making.

In employment service delivery, whether in group or one-on-one, participants start their planning process by completing the *Personal Style Indicator*. The interpretation of the *PSI*'s results provides the individual with confirmation of who he or she is and that the tool is credible.

The confirmation and credibility create a building block coaches can use to facilitate the understanding of Personal Style preferences within relationships in personal and work environments. Constantly, people report that the feedback from the assessments provides a better awareness of themselves and that the feedback is true and relevant.



Employment coaches then have participants buy-in to build on this relevance, to address personal dreams, goals, barriers, roadblocks, or challenges in career development.

People manage their lives and their careers based on their personal values. It is important to understand how an individual reacts in a situation and it's essential to know how a person's values impact his or her decision-making around career management.

As part of the career planning process, participants complete the **Values Preference Indicator** to identify their values, needs, and fears. On countless occasions, people have stated, "Oh, that's why I left my last job. I loved the work but felt I was not respected." Respected could be replaced with any other word that carries value for the individual in the environment, such as acknowledged, liked, recognized, included, challenged, secure, and more.

Debriefing the values, needs, and fears helps address and strategize the personal goals, barriers, and challenges an individual identifies in the career planning process. When the values are identified, the person has the confidence to make decisions, in the personal and work environment, that align with his or her values. In this way, the individual feels in control of career development decisions.

The self-awareness developed through the **PSI** and **VPI** tools provides the foundation for career coaching and planning. Participants work with the employment coach to review the way their style and values preferences impact communication, interpersonal relationships, work preferences (tasks, people, and ideas), time management, career choices, conflict management, job match, employer values match, compensation/benefit negotiation, and more.

Stress impacts our ability to manage our careers effectively. Identifying stressors is the first step to managing stress. For that reason, employment service delivery includes CRG's **Stress Indicator and Health Planner** as part of career development planning.

Career or job change can be very stressful. For career development to succeed, the impact of this stress on the individual and on interpersonal relationships must be managed. As with the other CRG assessment tools, **SIHP** provides the framework to discuss stress and strategize stress

management techniques. Stress management activities help alleviate stress for the whole person, with the intent of improving career development success.

In our quickly changing economy, life-long learning is imperative as a component of career management. Deciding on a career choice is one of the first steps. Understanding how we learn best is the next step to having a successful career.

Service delivery participants assess their learning style through the **Learning Style Indicator** assessment tool. With a deeper self-awareness of their learning style preferences, they are better able to choose the best learning medium for them in formal or informal training environments.

"One client indicated his learning had increased substantially at work after he was able to identify to his supervisor that he needed to see a flow-chart drawing of how the work was to be completed. With that chart, he felt he learned faster and accomplished the work more successfully."

Similarly, supervisors aware of the learning style of their staff members help minimize training frustration and maximize effectiveness and knowledge retention. Employment coaches can adapt their delivery to the learning style of the client.

Employment coaches employ CRG's other assessment tools with similarly effective outcomes for the individual and the career development planning process. When individuals have a strong self-awareness of their personal style preferences, values, needs, fears, learning style, and stressors, they are able to demonstrate more confidence in career decision-making and planning.

For the thousands of participants in our employment delivery services, CRG assessments have provided results relevant and credible to the individual. Together with the employment coach, individuals adapt the results to their personal and workplace environments.

Consistently, feedback indicates people are more self-aware and more confident in managing their life and career after participating in the employment services. With the CRG assessments, employment coaches have the tools to facilitate clients through the roadblocks that restrict

them from attaining their career goals. There are many other assessment options in the marketplace that we have used, or tried over the years. But they have not yielded this level of positive results, so our organization continues to use CRG's holistic set of assessments for employment service delivery. Individual success contributes to programming success, which contributes to organizational success.





## TEAMLEAD

# Having an Effective Team Can Make or Break Your Project or Business.

**TeamLead is an exceptional 20-module program for developing High-Performance Teams.**

This program enables you to evaluate your current team success and build team unity for a strong and successful future.

**TeamLead areas of focus include the following.**

- Producing larger volumes of higher-quality work
- Achieving more in a shorter timeframe
- Accelerating the decision-making process within the work culture
- Encouraging team and employee ownership of the process

## TeamLead System

Ask for our free **Overview of TeamLead in a print or PDF format.**

- Introduction of the 20-module **TeamLead** program
- Characteristics of High-Performance Teams
- Ways **TeamLead** helps build High-Performance Teams
- List of Recommended Reading
- High-Performance Team Decision Log—where the team's progress can be charted

### 1. Complete **TeamLead** Facilitator's Print-Based Version

Collated in a 3-ring binder, this version includes all the information required for facilitating each of **TeamLead's** 20 modules.

- Suggestions for Preparing Your Presentation
- Module Objectives
- Module Outline and Schedule
- Trainer's Instructions

This binder also includes the 7 assessments and 3 corresponding In-Depth Interpretations that are part of the modules.

**\$395**

**Note:** The **Facilitator's** version is not for use with participants.

### 2. Complete **TeamLead** Facilitator's CD ROM PDF Version

The PDF version does not include the 7 assessments that are part of the **TeamLead** program. This is a single-license version, with permission to print from the CD ROM.

**\$300**

### 3. Complete **TeamLead** Facilitator's Combo (Binder and CD ROM)

Get both the printed and PDF **TeamLead** Facilitator's versions—and save \$200.

**\$495**



The catchphrase in the business world of the 21st century is "Teamwork."

### 4. Complete **TeamLead** Participant's 20-Module Print-Based Version

This master binder includes Participant versions for each of the 20 **TeamLead** Modules. For reference only.

**\$395**

**TeamLead** modules are designed to be used individually, in multiples, or as an entire series to meet your specific needs. You simply purchase each module separately for each participant, as listed on the adjacent page. If a CRG assessment is part of a module, it is purchased independently and in addition to the **TeamLead** Module.

**Note:** For copyright protection reasons, the **Participant's** modules are not available in the PDF format.





## TeamLead Modules

Each module can be purchased individually or as a package in the Complete Participant's Binder.

1. Rate Effective Team Practices.....	\$9	10. Clarify Personal Values (use with the <b>VPI</b> ) .....	\$20
2. Identify Team Strengths and Limitations .....	\$7	11. Rank Team Process Values.....	\$12
3. Assess Team Development .....	\$9	12. Chart Team Stress Levels (use with the <b>SIHP</b> ).....	\$20
4. Target Credibility from the Beginning.....	\$9	13. Decide Team Leadership Skills (use with the <b>LSI-S</b> ).....	\$25
5. Determine Levels of Team Readiness and Willingness .....	\$14	14. Use Coaching Skills that Increase Performance .....	\$16
6. Disclose Team Personal Style Preferences (use with the <b>PSI</b> ) .....	\$20	15. Use Straight Talk for Winning Teams.....	\$8
7. Utilize Personal Style Preferences.....	\$17	16. Raise Team Standards.....	\$8
8. Build Team Role Descriptions (use with the <b>JSI</b> ) .....	\$10	17. Evaluate Team Obstacles .....	\$8
9. Shift Styles to Improve Learning (use with the <b>LSI, ISI</b> ).....	\$15	18. Determine Goals for Team Action.....	\$8
		19. Measure Team Performance Progress .....	\$8
		20. Reward Team Performance Success.....	\$8

# From the Boardroom to the Beach!

by Ken Keis, MBA

## What is a Fulfilling, Balanced Life?

**Fulfilling:** To make full; to put into effect; to meet the requirements of; to bring to an end; to measure up to; to satisfy; to convert into reality; to develop the full potentialities

How do we get a fulfilling, balanced life?

How does a person achieve fulfillment?

Exactly what does balance mean?

**READ ON . . .** Over the past few years, my insight has deepened into a more comprehensive understanding of what living a fulfilling life really means.

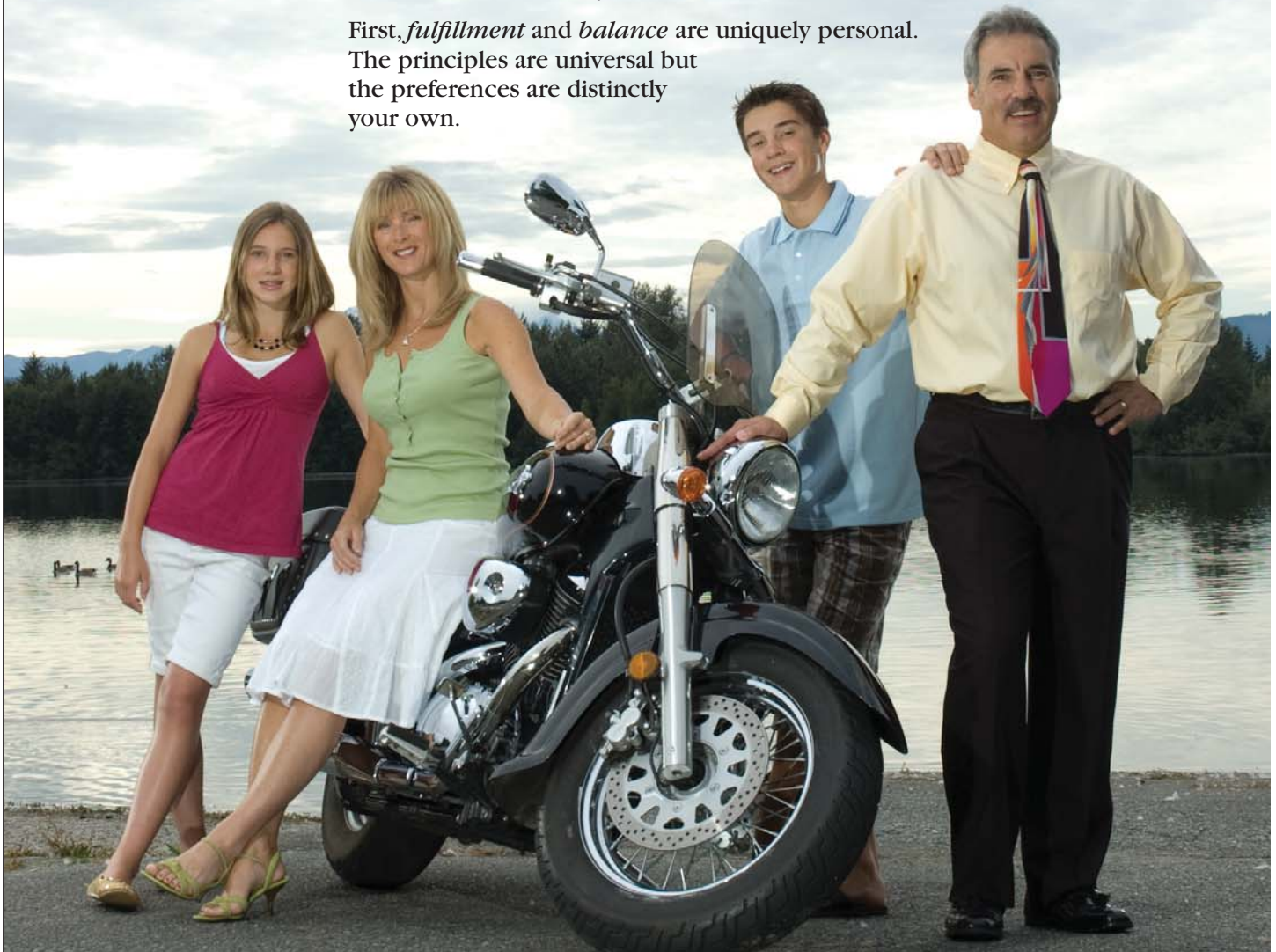
**By definition, fulfillment infers balance.**

**What is balance?** One of the reasons CRG continues to enjoy rapid growth is our holistic, balanced approach to personal and professional development. Our personal development model identifies six factors that contribute to your personhood. Some of the factors focus on nature; some focus on nurture. Both areas are important. For this article, I want to go one step beyond.

Balance suggests an equilibrium that rests within ourselves. The implications of this statement mean personal fulfillment can be realized only to the extent that you know yourself and can confirm what balance looks like for you.

The contents of *My Source EXPERIENCE Journal*<sup>™</sup> summarize the areas where you can reflect and confirm whether you are living a fulfilling and balanced life. Here are strategies for you to consider.

First, *fulfillment* and *balance* are uniquely personal. The principles are universal but the preferences are distinctly your own.





*Who is the only person who can decide whether or not your life is fulfilling? You, of course!*

*What if you are part of the 80% of people who do not base their lives on **purpose and balance**?*

**PART ONE** of *My Source EXPERIENCE Journal™*, asks you to do the following.

#### Your Positive Review

List your positive interests, turn-ons, fascinations, intrigues, and natural curiosities in each of these areas in your life. Your life leaves clues about what you really want . . .

**Senses:** Smells, tastes, touches, sounds, sights

**People:** Who? Why are you attracted to them?

**Places:** Where? (geographic)

**Intellectual:** Ideas, inventions, concepts

**Experiences:** Fun, adventure, comfort, excitement, surprises

**Belonging:** Memberships, associations, groups, clubs

**Learning:** Formal and informal education

**Work:** Paid or unpaid (include volunteer work)

Go back as far as you can in your life to recall all your positive experiences. You are creating a positive autobiography.

Additional assignments in *My Source EXPERIENCE* ask you to list the 10 most important, exciting, and peaceful times of your life—and your 7 passions. As part of this process, it is highly beneficial for you to complete four CRG assessments: *Personal Style Indicator* . . . or *Entrepreneurial Style and Success Indicator* (if you are heading toward self-employment or business), *Self-Worth Inventory*, *Values Preference Indicator*, and *Stress Indicator and Health Planner*.

The assessments will provide you with an even deeper awareness of your specific preferences and your current circumstances.

From your work in *Part One*, you complete your Key Word Analysis for **PART TWO**. From that, you create your Key Word Grid. (Please see details in *My Source EXPERIENCE Journal™*.)

The next step to creating a fulfilling and balanced life is completing your Positive Preview. In this exercise, you start projecting into the future what you REALLY want in each of the following 12 areas of your life. In *My Source EXPERIENCE*, your responses form your Source Wheel.

1. For Yourself (things you can only do alone)
2. With Your Immediate Family
3. Financial Portfolio (beyond your work remuneration)
4. Athletics and Health
5. Friends
6. Learning
7. Spirituality
8. Public Policy
9. Social
10. Recreation
11. Relatives
12. Community Service

When you have written your responses to the above list, you are ready to outline your ideal calling by taking all your insights into consideration.

This all-embracing review will equip you to create microvision statements in each of the 12 areas. Your statements will set a direction for each facet of your life and reflect your true needs and desires.

Once you have confirmed your vision for all 12 segments, you are ready to take baby Action Steps.

Real fulfillment and balance are achieved when you take action on each vision statement—all at the same time. Called simultaneous activation, this permits your life to come into balance. Allowing any important interest to remain dormant will cause an imbalance in your Source Wheel and, consequently, an imbalance in your life.

*Can you have it all?* The answer is Yes. You must learn to reject the concept that to have one thing, you must give up another.

Example: To be successful at work means no family life or vice versa.

**On the contrary, having it all is a natural consequence of embracing a balanced lifestyle. Truly fulfilled individuals find ways to have it all. But remember: What they want is defined by them—not by others.**

This approach is like the recipe for a special cake. Would the cake turn out perfectly if you left out just one ingredient? It would not! Fulfillment and balance operate under the same principles. You need all the ingredients working for you, all at once.

I wrote *My Source EXPERIENCE Journal™* so individuals would have a self-guided roadmap for realizing their life purpose while experiencing fulfillment and balance. Don't wait! Your life is not getting longer!

**Start now.**

**Keep Living On Purpose!**

Ken Keis

**Note:** Balance in the context of the 12 Source Wheel areas does not mean equal time and energy in each area. It means investing your time and energy in activities relative to your vision and your goals. It is possible, for example, that your public policy vision requires only a few hours a year to fulfill. That's fine. Other areas of your life might need almost daily interaction. The key is that you are being intentional in knowing exactly what fulfills you in each area.

**Caution:** Change takes time. Many of today's self-development programs are based on drama and hype to seduce individuals into get-fixed-quick or get-rich-quick schemes. *My Source EXPERIENCE* is internal and subtle. It's about being calm, centered, and grounded—not frenetic and in chaos. Subtle development is more manageable and believable—and fits naturally into the normal ebb and flow of your life.

*See Action Steps on following page.*

◀ Ken Keis with his family (from left): Stephanie, Brenda, and Tim



# Action Steps

## What is a Fulfilling, Balanced Life?

1. Only you can determine what a fulfilling and balanced life means to you.
2. True balance can occur only if you confirm what you want in all areas of your life. This process requires a holistic approach.
3. I strongly suggest you acquire **My Source EXPERIENCE Journal™** to assist you in your journey. The 88 pages outline the exact steps to take to discover what really is important to you in your life. Some steps are outlined above.
4. **Motivation is a myth.** The pursuit of your interests requires no motivation because you enjoy doing them. Interests compel you—compel means to be pulled or attracted. You require motivation only for things that do not interest you. If you need motivation, you must question why.
5. As part of your illumination process, we recommend four specific assessments.
  - To identify your natural preferences and strengths, complete the **Personal Style Indicator (PSI)**. If you are heading into self-employment or business, complete the **Entrepreneurial Style and Success Indicator** instead of the **PSI**.
  - To clarify your core values, complete the **Values Preference Indicator**.
  - To understand how your level of self-worth is affecting your success, complete the **Self-Worth Inventory**.
  - Finally, to determine how your lifestyle is influencing your stress and wellness levels, complete the **Stress Indicator and Health Planner**.
6. Permitting any important interest to remain dormant will cause an imbalance in your Source Wheel and, consequently, an imbalance in your life.
7. Commit to creating microvision statements in each of the 12 areas of your Source Wheel, as mentioned above. The statements provide a roadmap for your life . . . to help guide all your actions.
8. Assume responsibility. If not now, when? If not the Source process, what? Time waits for no one, so take action now.
9. I personally engaged the Source experience 20 years ago. It took me a few months to uncover my life's **purpose** and direction but it was time well spent. Today, I have achieved most of what I documented and confirmed back then. The Source process never stops. The substance remains the same, while new opportunities and insights continually come to light along the journey that is your life.
10. Decide this minute to be one of the 10% of people who are fully engaged, passionate, and living **on purpose**.  
*Welcome to the Club!*

## Complete Trainer's Resources

Get the complete set of CRG Trainer's Guidelines plus our Professional Guides in one package!

The Professional and Trainer's Guidelines are the essential tools for presenting any of CRG's assessments. Each set of Guidelines provides presentation options and outlines for administering the various tools. Presentation options range from basic to advanced.

You have three options.

- TRB Print-Based Version in a Binder **\$490**
- CD ROM with printable PDFs of each Trainer's Guidelines **\$450**
- Combo package with both Print-Based Binder and PDFs on CD ROM **\$599**

Complete Set Includes . . .

- **PSI** Professional's Guide
- **ESSI** Professional's Guide
- **PSI** Trainer's Guidelines
- **JSI** Trainer's Guidelines
- **SSI** Trainer's Guidelines
- **ESSI** Trainer's Guidelines
- **VPI** Trainer's Guidelines
- **ISI** Trainer's Guidelines
- **LSI** Trainer's Guidelines
- **SIHP** Trainer's Guidelines
- **SWI** Trainer's Guidelines
- **LSI-Self** Trainer's Guidelines



Get the complete set of CRG Trainer's Guideline Resources in one package!

The Train-The-Trainer was amazing—much more than I expected. I learned about the tools and where I could use them, some marketing strategy and ideas, and—most important—more about myself and my values. Thank you.

Heather Christiansen  
University of Alberta

## Train-The-Trainer DVD

Experience CRG's 3-Day **Train-The-Trainer** program on this 10-disc DVD set, containing over 20 hours and the master participant's handouts. If you have not had a chance to attend CRG's **TTT I Workshop**, this is the best way to orient yourself to CRG's unique and proprietary models. If you have already attended CRG's **Train-The-Trainer** program, this is great refresher to ensure you keep your presentation congruent with CRG's philosophy.

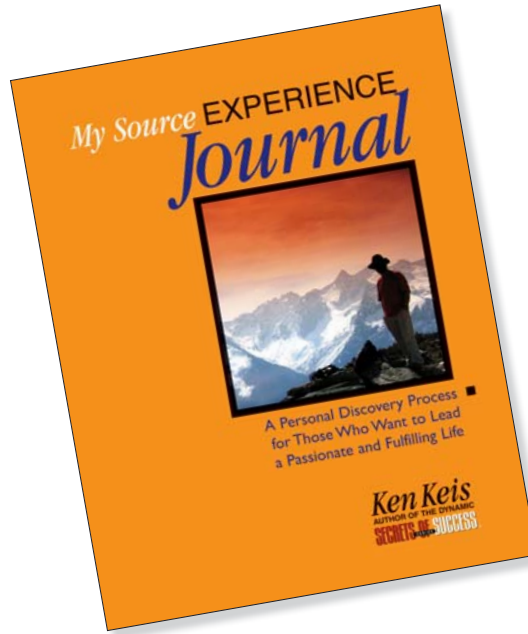
You will learn firsthand from Ken Keis, President of CRG, and Terry Anderson, Founder, why 80% of professionals switch to CRG assessments from others, once they attend our training. You also will learn about the more than 100 CRG resources and our unique business support tools that equip professionals with powerful processes to impact clients and participants.

**\$597**





## LIVING ON PURPOSE



**“Ken’s Source process is for everyone who wants to tap into their innate talents, gifts, and passions. If you want to be part of the 10% of the population on fire about life, look no further than the Source Experience!”**

Stephanie Frank  
Author, *The Accidental Millionaire*

### Ken Keis, MBA

Ken’s **purpose** is to assist others to lead, live and work **on purpose!**

Ken Keis is an internationally known author, speaker, consultant, and radio host. In the past 20 years, he has conducted over 2000 presentations, including 10,000 hours of coaching and HR consulting. He has published 400 articles and designed more than 40 business management, leadership, personal development, wellness, or sales processes—writing over 2 million words of content along the way. His book assists others to discover their **purpose: My Source EXPERIENCE Journal – A Personal Discovery Process for Those Who Want to Lead a Passionate and Fulfilling Life.**

A Certified Professional Consultant with an MBA in International Management, Ken is considered one of the foremost global experts on how assessment strategies and processes not only increase but multiply your success rate. His experience covers all areas of development—career, personal, professional, leadership, sales, HR, and

organizational. He has served clients from Cape Town, London, Tokyo, Sydney, Vienna, and Brussels, to LA, Miami, Vancouver, Toronto, and Mexico City.

Ken’s style is an interactive engaging approach with participant activities and processes. He has served a wide range of clients from Fortune 500 companies, education, associations, to nonprofit organizations like The Power To Change.

His focus is on sharing CRG’s unique developmental models to assist individuals, families, teams, and organizations to realize their potential and **purpose** in the emotional, mental, psychological, intellectual, interpersonal, physical, financial, and spiritual areas of life.

**Ken is available for speaking and media appearances.**

We look forward to your inquiry about how Ken can assist in your transformation.

Phone **604-852-0566** or email **info@crgleader.com**.

### My Source EXPERIENCE Journal™

With only 10% of the population living **on purpose** in their life, **My Source EXPERIENCE Journal—A Personal Discovery Process for Those Who Want to Lead a Passionate and Fulfilling Life** is designed for the 90% who are still searching for their personal **purpose**.

In this 88-page journal filled with insightful questions and exercises, author Ken Keis takes you on a journey of self-discovery. It’s also a perfect process for assisting your clients to determine what they really want—in all areas of their lives.

**Here’s what you will learn.**

- Your key motivators
- Your undiscovered passions
- Your ideal career
- How to make the right decisions in your life—every time
- A unique process to keep you connected to your Source—forever

Help yourself and others find the personal path to achieving your dreams with **My Source EXPERIENCE Journal™**.

**\$33**





# CRG's Proprietary Online Learning Solutions and Business Resources



Technology provides a platform that allows you to engage CRG learning solutions in ways not possible in print-based formats. We are constantly upgrading and adding to our online offerings—we encourage you to keep checking in to see What's New!

## Key Online Services

- Online Assessments
- Job Style Compatibility Reports
- Style Assessment 360° (Observer) Feedback Summaries
- Leadership Skills 360°
- Individual Learning Center
- Group Learning Center
- Corporate Learning Center
- Multiple Language Format
- CRG Affiliate Program

## Online Assessments

- 24/7 access via the Internet
- Instant scoring
- Option to forward to others
- Free storage of your results forever
- Personalized reports
- Multiple languages

CRG's platform of Online Web-based assessments and learning centers serves users globally.

## Four Simple Steps to Completing Online Assessments

1. Register and set up your FREE Individual Learning Center. CRG will keep all your scores and reports in the privacy of your Individual Learning Center forever—free.
2. Purchase your Online Assessment(s) from CRG's Online store.
3. Complete your Online Assessment(s).
4. View your results, then print, email, or store them as you wish.

## Coming in the Future . . .

### Impact Videos

- Podcasts
- Animation
- Games
- Interactive Surveys
- Online Curriculum
- Team and Group Assessments
- Data Analysis Tools
- Expanded Assessment Bundle
- And Much More!

# ONLINE RESOURCES

*These Assessments are Currently Available Online*



**ONLINE PERSONAL STYLE INDICATOR**

\$45



**ONLINE VALUE PREFERENCES INDICATOR**

\$25



**ONLINE STRESS INDICATOR AND HEALTH PLANNER**

\$25



**ONLINE SALES STYLE INDICATOR**

\$45



**ONLINE LEADERSHIP SKILLS INVENTORY-SELF**

\$35



**ONLINE LEADERSHIP SKILLS INVENTORY-OTHERS**

\$15



**ONLINE JOB STYLE INDICATOR**

\$10



**ONLINE ENTREPRENEURIAL STYLE AND SUCCESS INDICATOR**

\$49



**ONLINE LEARNING STYLE INDICATOR**

\$35



**ONLINE INSTRUCTIONAL STYLE INDICATOR**

\$45



**ONLINE SELF-WORTH INVENTORY**

\$25

Notes re. the *Personal Style Indicator*, *Sales Style Indicator*, *Entrepreneurial Style and Success Indicator*, *Instructional Style Indicator*, and *Learning Style Indicator*:

- In the print-based format, CRG's style-based assessments include 2 booklets: The assessment and the In-Depth Interpretations booklet.
- In the Online versions, those 2 items are merged into 1 single report. The participant receives the In-Depth Report(s) specific to his or her results.



**PSI 360°**

SINGLE 5-PACK  
\$25 \$100



**SSI 360°**

SINGLE 5-PACK  
\$25 \$100



**ISI 360°**

SINGLE 5-PACK  
\$25 \$100

## Online Personal, Sales, and Instructional Style 360° Feedback Assessments

This powerful process provides nonjudgmental feedback about the way you view another person's behavior in various environments.



## Manager's Online Job Style Indicator

With the *Managers JSI*, up to 5 individuals can complete a *Job Style Indicator* on a single position—allowing you to review feedback from several decision-makers about the one position.

To hire the right person, you must be clear about the requirements of the job and the characteristics of the person who will best fill it. Many teams are surprised when there are significant differences of opinion about the job and the responsibilities.

**\$49 PER POSITION**



## Online Leadership Skills Inventory 360° Summary Report

**Coming Soon!**

**Check our Website for launch announcements.**

This system allows independent administrators to facilitate and manage results from the *Online Leadership Skills Inventory 360°* process and compare an individual's results to the feedback of his or her peers, using the *Online LSI-Others* assessment. You can send confidential links to the feedback participants, without requiring them to register. The system collates the responses and provides you with the summary report.

This report provides excellent opportunities for coaching and developing leaders on any of the leader's competencies listed in the *Leadership Skills Inventory*.



## Online Job Style Compatibility Report

**Hire the right person the first time and increase retention.**

Use CRG's *Job Style Compatibility Report*.

Job fulfillment and productivity are highly influenced by the compatibility between the job style that the position requires and the Personal Style of the individual who will best fill that role.

Unless the nature of the work matches the nature of the person, the individual's engagement in that role is simply not sustainable. People must play to their strengths!

That's why career centers are the Number One users of this CRG technology and information.

- The *Job Style Indicator (JSI)* must be completed for the specific position.
- A style assessment, such as the *Personal Style Indicator*, must be completed by the individual.
- The *Job Style Compatibility Report* then generated by the CRG Online system will compare the results of the two assessments to determine the degree of compatibility.

Professionals and career centers use this process for hiring, placement, recruiting, and career development. Leaders use it for team-building, promotion, and succession planning.

A subscription to the *Corporate Learning Center (CLC)* is required to compare multiple applicants to one job position. In future, we will have the option of comparing multiple applicants with multiple positions.



- Individual JSI Compatibility Report:** \$12 per report
- Save 15%** Purchase a set of 10 reports: \$10 per report
- Save 25%** Purchase a set of 100 reports: \$9 per report
- Save 30%** Purchase a set of 1000 reports: \$8 per report

**Note:** To generate a *Job Style Compatibility Report*, a *Job Style Indicator* and *Personal Style Indicator* must be completed.

A third party may complete one of these assessments about you—or about someone else. During our beta test, the *PSI 360°* was an instant hit—everyone wanted to provide feedback to recipients and recipients were equally curious about they way others viewed them.

This 360° approach is a potent team-building, leadership, and professional development practice that everyone should consider as part of a performance enhancement strategy.

### Do I Need a Professional to Help with the Personal Evaluation Process?

**No.** CRG assessments are self-scored and self-interpreted. You can apply the technology and review your results in your own timeframe.



# Three Levels of CRG Learning Centers

## I. Individual Learning Center

When you register for an account at [www.crgleader.com](http://www.crgleader.com), CRG automatically sets up your free **Individual Learning Center (ILC)**. That is your private Online Learning Center where you can **edit your profile**, **take Online assessments**, and **store completed Online assessments**, with the option to set up or join groups.

## 2. Group Learning Center

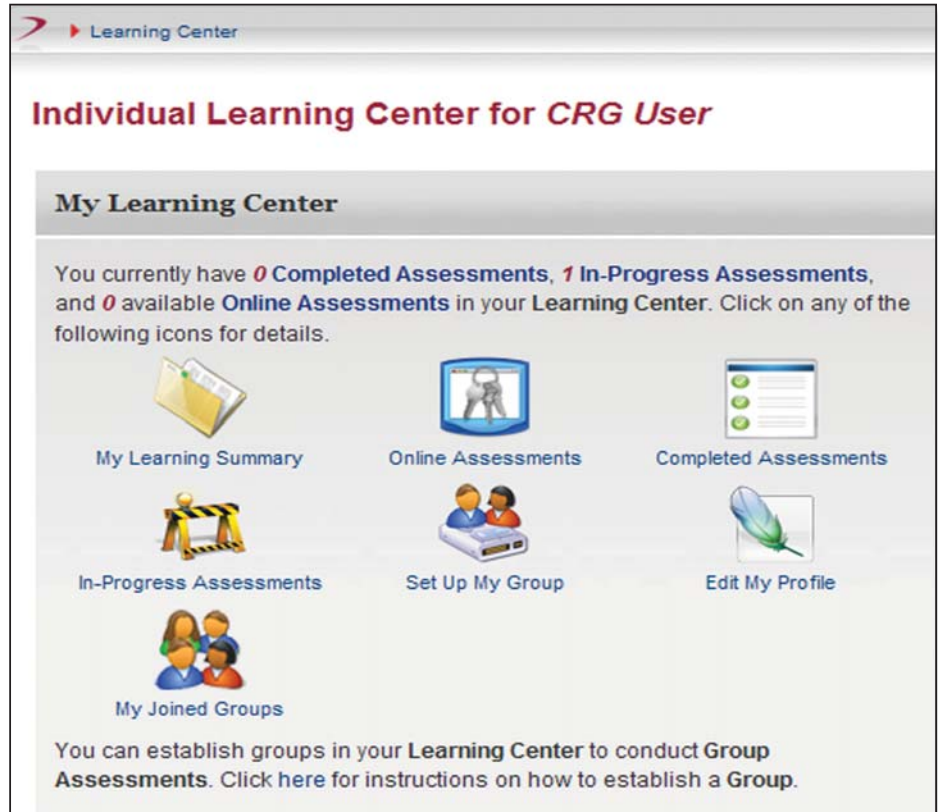
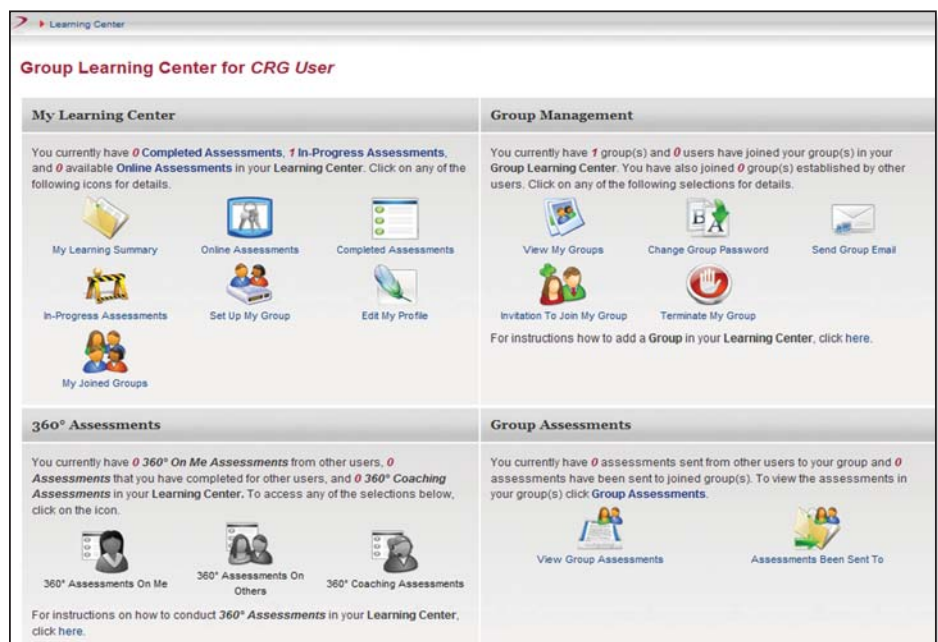
With the advent of Facebook and My Space, interactive online social media has become mainstream. You can create your own **Group Learning Center (GLC)**, where you have the option of establishing as many groups as you would like and inviting individuals such as your family, friends, teachers and classmates, sports team members, and your care group to join your group(s).

**You have two choices for engaging your group.**

1. Where only the group leader can interact with each group member
2. Where group members can view and interact with each other.

Over time, we will develop additional interactive capabilities for each group and group member.

The option to create one group is included with your Individual Learning Center registration. To create additional groups, you may subscribe for the nominal fee of \$9.95 per month per additional group.



### 3. Corporate Learning Center
















In the **Corporate Learning Center (CLC)**, CRG's corporate and institutional clients can easily manage their employees, clients, and product users. All Corporate users are kept under the umbrella of the **Corporate Learning Center**. That is the place to manage your organization, conduct 360° assessments, generate *PSI/JSI* compatibility reports, and manage your subscription.

Each **Corporate Learning Center** can support a hierarchy and permissions of up to 10 layers—enough for a large international company to set up offices in locations around the globe.

- In CLC's Management Console, you can create organizational units, add users, and distribute and view assessments.
- The intuitiveness in the CLC makes the administration of CRG Online assessments and reports easy!

▶ Learning Center

## CRG International's Corporate Learning Center

<p><b>Learning Center</b></p> <p>You currently have <b>1</b> completed assessments, <b>1</b> in-progress assessments, and <b>12</b> available assessments in your <b>Learning Center</b>. Click on the icons for details.</p> <div style="display: flex; justify-content: space-around; text-align: center;"> <div style="width: 30%;">  <p>My Learning Summary</p> </div> <div style="width: 30%;">  <p>Available Online Assessments</p> </div> <div style="width: 30%;">  <p>Completed Assessments</p> </div> </div> <div style="display: flex; justify-content: space-around; text-align: center; margin-top: 10px;"> <div style="width: 30%;">  <p>In-Progress Assessments</p> </div> <div style="width: 30%;">  <p>Contact Us</p> </div> </div>	<p><b>Organization Management</b></p> <p>Use the functions below to perform organizational or management tasks, such as altering the hierarchy, creating users, and distributing assessments. You currently have <b>18</b> users in your Corporate Learning Center.</p> <div style="display: flex; justify-content: space-around; text-align: center;"> <div style="width: 45%;">  <p>Manage Organization</p> </div> <div style="width: 45%;">  <p>Organization Profile</p> </div> </div> <p>For instructions on how to manage your organization, click here.</p>
<p><b>360° Assessments Summary</b></p> <p>You currently have <b>0</b> 360° On Me assessments from other users, <b>0</b> assessments that you have completed for other users, and <b>0</b> 360° Coaching assessments in your Learning Center. To access any of the selections below, click on the icon.</p> <div style="display: flex; justify-content: space-around; text-align: center;"> <div style="width: 30%;">  <p>360° Assessments On Me</p> </div> <div style="width: 30%;">  <p>360° Assessments On Others</p> </div> <div style="width: 30%;">  <p>360° Coaching Assessments</p> </div> </div> <p>For instructions how to conduct 360° assessments in your Learning Center, please click here.</p>	<p><b>Compatibility Reports</b></p> <div style="display: flex; justify-content: space-around; text-align: center;"> <div style="width: 45%;">  <p>Manager's JSI Assessments</p> </div> <div style="width: 45%;">  <p>JSI Compatibility Report</p> </div> </div>
<p><b>Subscription</b></p> <p>You currently have the following subscriptions:</p> <p style="text-align: center;">Corporate Membership (1 Month / 100 Users)</p> <div style="display: flex; justify-content: center; gap: 20px;"> <div style="text-align: center;">  <p>Update</p> </div> <div style="text-align: center;">  <p>Cancel</p> </div> </div> <p>To learn about more available subscriptions, click here.</p>	<p><b>Videos &amp; Audios</b></p> <p>Current available video and audio:</p> <div style="text-align: center; margin-top: 20px;">  <p>PSI Seminar Videos</p> </div>

# ONLINE RESOURCES



## Corporate Learning Center Management Console

As the administrator of the CLC, you are able to manage individuals, groups, permission levels, and assessments.

You can easily create or delete individual accounts and/or groups, place assessments to be completed into single accounts, or quickly place assessments into an entire group.

Because there are several levels of permission, you have the option that employees can view only their own results, while supervisors can view their results and the results of any of their staff.

For ease and convenience, you can confirm whether an assessment has been completed by the participant.

You can also view the results of assessments from participants (with permission) without having them forward their results by email.

## Corporate Learning Center Private Login

The CLC is your organization's private entrance into the CRG assessment center. No CRG site navigation or links will appear in your CLC. All participants in your CLC will login in from your co-branded landing page created specifically to serve you and your constituents.



## Subscription Fees

Subscription fees are based on the number of users within the **Corporate Learning Center**. Purchase the subscription level that will work best for you!

### CRG Corporate Learning Center Subscription Rates

#### Basic Package for Permitted Users

- 3-month minimum
- Save 2 months' fees when you prepay for 12 months.

QTY	PER MONTH	PER YEAR
1-100	\$49	\$500
101-250	\$99	\$1,000
251-500	\$199	\$2,000
501-1000	\$399	\$4,000
1001-2500	\$699	\$7,000
2501-5000	\$999	\$10,000

**17¢ per user, monthly**  
**If prepaid annually, 15¢ per user, monthly**





## Online Co-Branding

### Place Your Logo on CRG's Website and/or on Your Purchased Online Assessments!

When you co-brand your logo on our Website, you can display your personal greeting to your clients and gain credibility through your relationship with CRG. When they click on your link to the **CRG Learning Center**, your clients, leads, and colleagues will immediately know you have a professional partnership with CRG.

CRG's custom software and templates make co-branding easy and effective.

We are committed to honoring our partners.

### Phase One Co-Branding: Available Now—Free!

#### Why Co-Brand Completed Online Assessments?

- Your clients see your company's name and brand when they view their Online assessment results.
- You are permanently identified as the partner that generated that Online assessment.
- Then, if your co-branded assessment is emailed, printed, or forwarded to others, it becomes an instant marketing and PR piece to link you to the CRG resources.
- Co-branding adds credibility to your offering and enhances our partnership model.

### Phase Two Co-Branding: Pending

With this advanced level of co-branding, you can craft your own unique message and replace CRG's landing page. You can outline to your clients how and why you have chosen CRG resources to help improve their lives—and thereby add value to your relationship with them.

### Phase Three Co-Branding: Pending Custom Display of the CRG Site

- This feature will allow you to disable specific sections of the CRG site and permit you to display what interests your specific clients.\*

\*Subscription fees apply. Details available upon launch.

The screenshot shows the CRG website interface. At the top, the 'passionate LIFE SEMINARS' logo is prominently displayed and circled in red. Below the logo is a search bar and a navigation menu with options like 'Home', 'Assessments &...', 'Partners', 'Resource Center', 'Learning Center', and 'St...'. The main content area features a large image of a diverse group of people with the tagline 'Enriching People's Lives...'. Below this, there are three columns of text: '... in Individuals', '... in Teams', and '... in Organizations', each with a brief description of the benefits. A 'Register for the Live TTT Event' banner is also visible, listing dates from February to October 2009.

This is a sample of a 'PERSONAL STYLE INDICATOR' report. It features the CRG logo at the top right. The main heading is 'PERSONAL STYLE INDICATOR'. Below this, there is a brief description of the report's purpose: 'Identify your inherent personal style as it relates to people, tasks, time, and situations. Understand self and others more clearly. Improve communications. Increase your success in all relationships, both at work and at home.' The report includes the name of the participant, 'Gareth Wood', and the date of the assessment, '2004-02-04'. At the bottom, there is a group photo of people and contact information for the 'Consulting Resource Group'.

# Subscribe to one of our Free Ezines

**Thousands of people eagerly anticipate CRG's two monthly ezines.**

Written by our President Ken Keis, *Living On Purpose* provides insightful and provocative topics for you to consider—in both your professional and personal life.

Whether you are reading about practical business applications or enjoying Ken's philosophical muse, you can be sure the articles will get you thinking . . . and help motivate you to work on developing your career and your life. Be ready for new perspectives and nuggets of wisdom.

## Living On Purpose ezine

**Do you know that only 10% of people feel passionate and on purpose in their lives?**

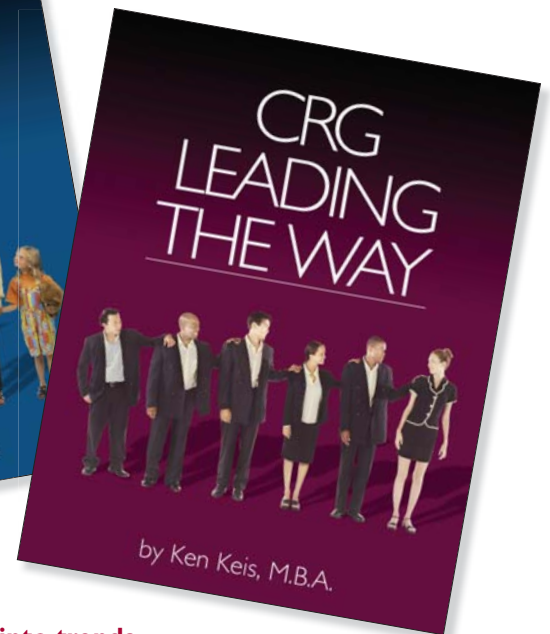
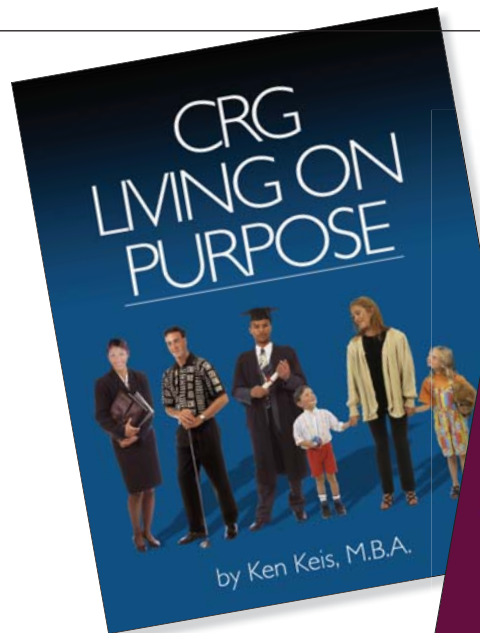
And over 80% dislike their career—with feelings ranging from mild irritation to downright loathing.

Those statistics are **not** acceptable!

Our **purpose** is to help others find their **purpose**. We created this newsletter to share facts, tips, strategies, and secrets so you can realize your *full potential in these essential areas of your life: Emotional, mental, interpersonal, spiritual, and physical.*

- Learn how you can be passionate and successful in your life and teach others to be the same.
- Understand and recognize ALL the pieces that make up your life so that you, too, can create gentle shifts and new choices to amplify your enjoyment of life each day.
- Discover how you can know, without doubt, that what you're doing each day is calling on your very best skills, talents, and gifts.

If only one person improves or changes his or her life as a result of this monthly ezine, we have fulfilled our **purpose**.



## Leading the Way ezine

**Leading The Way offers insights into trends, strategies, and tactics.**

Each month, we showcase ideas, case studies, and revelations about ways our assessments can increase your personal and organizational success. We include developments and upcoming events at CRG.

*Leading The Way* provides CRG's clients the opportunity to offer suggestions and feedback on what works for them—to help others who are wishing to accomplish the same positive results.

*Leading The Way* is delivered to HR Personnel, Management/Organizational Trainers, Career Counselors, Coaches, Consultants, Speakers, and our Licensed Associates.

We also feature guest articles from development professionals around the world.

Give yourself something to look forward to each month!

**Subscribe today!**

**Note:** Your email address is never shared with outside parties.

# Become a CRG Affiliate

Earn residual income while helping clients, friends, and family realize their potential through CRG's great assessments, resources, and transformational experiences!

Sign up now!  
[www.crgleader.com](http://www.crgleader.com)



## You will receive . . .

- ★ **10% of the amount of purchases** made by you directly and by your client referrals, and
- ★ **5% of the amount of purchases** made through your referrals who also have registered as CRG Affiliates.
- There is no fee to become a CRG Affiliate. You simply register online.
- There are no performance clauses or sales quotas.
- In CRG's Online partner area, your Affiliate ID is automatically embedded in all our product images, banners, ezines, and promotional icons.
- We embed your Affiliate ID into many online items. In addition to email, other communications—online blogs, newsletters, and so on—can include our link, which is automatically tracked.
- Your Online partner area lists all your Affiliate relationships and your commission history and transactions.

Not only do you earn Affiliate fees for your referrals, you qualify for an Affiliate fee on your own purchases. In effect, by registering as an Affiliate to purchase CRG resources, you get an immediate reduction in your investment.

CRG understands the power of word-of-mouth marketing. We want to acknowledge the importance each of our clients plays in our success. That's why we built the FREE Online Affiliate program into our business model.

CRG's Affiliate program is a professionally designed reward system for individuals and organizations—profit and not-for-profit.

Our customized system does what most other affiliate programs do not do—*permanently link your referrals to your account, once they've registered on the CRG site using your link*. That means you'll receive ongoing financial recognition for any of their future purchases, even if they bypass your Affiliate link in the future.

Under this Affiliate agreement, you agree to accept periodic marketing communications from CRG and refrain from linking to any Adult sites and spamming activities.

The whole system is easy to use and automated so anyone can participate. Once you register online, you will be given a specific CRG Affiliate ID—unique to you. You can place a link on your Website, email signature, or any electronic file or ezine.

Many organizations use the Affiliate program to raise funds, improve the bottom line, and/or reduce training costs.



## APPLICATION OF CRG TOOLS

	PSI	QSI	JSI	SSI	LSI	ISI	ESSI	SWI	VPI	SIHP	LSI-S	TL
Leadership Development	●		●			●	●	●	●	●	●	●
Management Development	●		●	●		●	●	●	●	●	●	●
Executive Coaching	●		●	●	●	●	●	●	●	●	●	
Educational Environment	●	●			●	●						
Small Business	●	●	●	●	●	●	●	●	●	●	●	●
Mediation	●	●	●		●			●	●	●	●	
Entrepreneurs		●	●	●	●		●	●	●	●	●	●
Personal Development	●	●	●	●	●	●	●	●	●	●	●	
Values Identification	●								●			
Wellness Programs	●		●					●	●	●		
Mentoring	●				●	●		●	●	●	●	
Marriages	●	●						●	●	●		
Parenting	●	●			●	●		●	●	●		
Job Hiring	●	●	●	●	●	●			●			●
Job Placement	●	●	●	●	●			●	●	●		
Career Planning	●	●	●	●	●		●	●	●	●		
Team-Building	●	●	●	●	●	●	●	●	●	●	●	●
Sales	●		●	●	●			●	●	●	●	●
Customer Service	●		●	●	●			●	●	●		
Volunteers	●	●	●		●	●		●	●	●		●
ESL		●										

### KEY

- Personal Style Indicator (PSI)
- Quick Style Indicator (QSI)
- Job Style Indicator (JSI)
- Sales Style Indicator (SSI)
- Learning Style Indicator (LSI)
- Instructional Style Indicator (ISI)
- Entrepreneurial Style and Success Indicator (ESSI)
- Self-Worth Inventory (SWI)
- Values Preference Indicator (VPI)
- Stress Indicator and Health Planner (SIHP)
- Leadership Skills Inventory–Self (LSI-S)
- TeamLead (TL)

### 4 WAYS TO ORDER

online: [www.crgleader.com](http://www.crgleader.com)





















































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# SUMMARY OF CRG SUPPORT RESOURCES

	ASSESSMENT	PROFESSIONAL'S GUIDES	TRAINER'S GUIDELINES	POWERPOINT PRESENTATION	WORKBOOK/BOOK	CRG MODELS	IN-DEPTH INTERPRETATIONS
<b>Personal Style Indicator (PSI)</b>	 PG 8	 PG 11	 PG 9	 PG 9	 PG 9  PG 20	PG 11	PG 8 
<b>Sales Style Indicator (SSI)</b>	 PG 12		 PG 13	 PG 13	 PG 13	PG 11	PG 12 
<b>Job Style Indicator (JSI)</b>	 PG 10	 PG 11	 PG 11				
<b>Quick Style Indicator (QSI)</b>	 PG 10	 PG 11		 PG 9	 PG 9  PG 20	PG 11	PG 8 
<b>Learning Style Indicator (LSI)</b>	 PG 16		 PG 18	 PG 18	 PG 18	PG 11	PG 16 
<b>Instructional Style Indicator (ISI)</b>	 PG 17		 PG 18	 PG 18	 PG 18	PG 11	PG 17 
<b>Entrepreneurial Style and Success Indicator (ESSI)</b>	 PG 30	 PG 31	 PG 31	 PG 31	 PG 31	PG 11	PG 30 
<b>Self-Worth Indicator (SWI)</b>	 PG 20		 PG 21		 PG 40		
<b>Values Preference Indicator (VPI)</b>	 PG 19		 PG 21		 PG 40		
<b>Stress Indicator and Health Planner (SIHP)</b>	 PG 19		 PG 21		 PG 40		
<b>Leadership Skills Inventory–Self (LSI–S)</b>	 PG 24		 PG 25		 PG 25		
<b>Leadership Skills Inventory–Others (LSI–O)</b>	 PG 24		 PG 25		 PG 25		



CRG has been *Enriching People's Lives* throughout the world for almost 30 years!

**Consulting Resource Group International, Inc.** helps people live, lead, and work on purpose. Individuals, families, teams, and organizations can realize their full potential through CRG's learning resources.

CRG's family of over 100 proven communication and learning tools—in print and online—will assist you to understand yourself and others better—in the areas of personal style, leadership skill, learning style, values, wellness, self-worth, and much more.

We place the emphasis on the person and his or her development!  
Our assessments are not tests that can be passed or failed.  
They are completely self-administered and self-scoring.



## Enriching People's Lives

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