

# SECRETS OF SUCCESS

JOURNAL

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*Enriching People's Lives*



Personal Development Expert

## **Ken Keis** Creating a Healthy Society

**Lifelong Learning**

**The Power of  
Assessments**

**Silent Success Factor**

**Transforming  
Leaders**



**CRG's purpose is to Enrich People's Lives by increasing their success and improving their results . . .**

KEN KEIS

## Discover The Secrets of Success™ . . .

Today, 8 out of 10 individuals dislike what they do for a living—from a feeling of mild irritation to totally loathing their job. Only 10% of individuals are *on purpose* and passionate about what they do! If you own your own business, the stats aren't any more encouraging: 85% of small businesses fail within the first 5 years of operation.

CRG's purpose is to *Enrich People's Lives* by increasing their success and improving their results—whatever their focus or interest.

- When individuals improve, teams improve.
- When teams improve, organizations improve.
- When organizations improve, our community and our lives improve.

For over 26 years, CRG's mandate has been to provide resources that transform individuals, teams, organizations, students, and families.

Our resources are high-quality, easy-to-use, easy-to-understand holistic learning experiences. We embrace comprehensive developmental models and processes that honor the learner while equipping the instructor.

The CRG difference is this: Our resources *engage* and *include* the learner in the process—they are not tests or processes that a professional does *to* a person. They excel by helping you gain a better understanding of yourself and by providing you with a roadmap for your future.

In our 3-Day **Train-the-Trainer** program, you can learn first-hand about the many CRG resources, our powerful learning and development models, our proprietary business model, and—most important—our unique differences in the marketplace. You'll learn why 85% of the professionals who attend our training switch to CRG resources.

Why? Our Heart and Our Approach! We are well on our way to fulfilling our vision to be acknowledged globally as the Number One resource center for ***personal and professional development for personal and professional developers.***

We believe in your success. Together, we can enrich the lives of many.

Keep *Living On Purpose*,



Ken Keis, M.B.A.  
*Director and President of CRG*

### Vision Statement

Our Vision is to be globally acknowledged as the Number One resource center for personal and professional development for personal and professional developers. Our ever-expanding global network of Licensed Associates serves local needs throughout the world. Through our training sessions, we equip internal and external consultants, coaches, trainers, speakers, counselors, educators, and HR professionals on the use of CRG resources.

### Mission Statement

CRG achieves its vision through its global network of Licensed Associates and Online Affiliates via the following activities

- Creating, publishing, and/or providing innovative learning assessments, tools, systems, processes, and solutions in which learners enthusiastically and easily engage, while assisting the learners to make positive and profound changes
- Equipping and providing CRG Associates and Online Affiliates with a highly leverageable residual and passive income reward model to help them realize their full financial potential—in a spirit of mutual collaboration and trust



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## SECRETS OF SUCCESS™ JOURNAL

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success ► noun ① the  
favourable outcome, suc  
result, triumph. ② the

**A proper assessment/measurement strategy can offer amazing freedom, clarity, direction, and release to individuals and organizations.**

# THE POWER OF Assessments

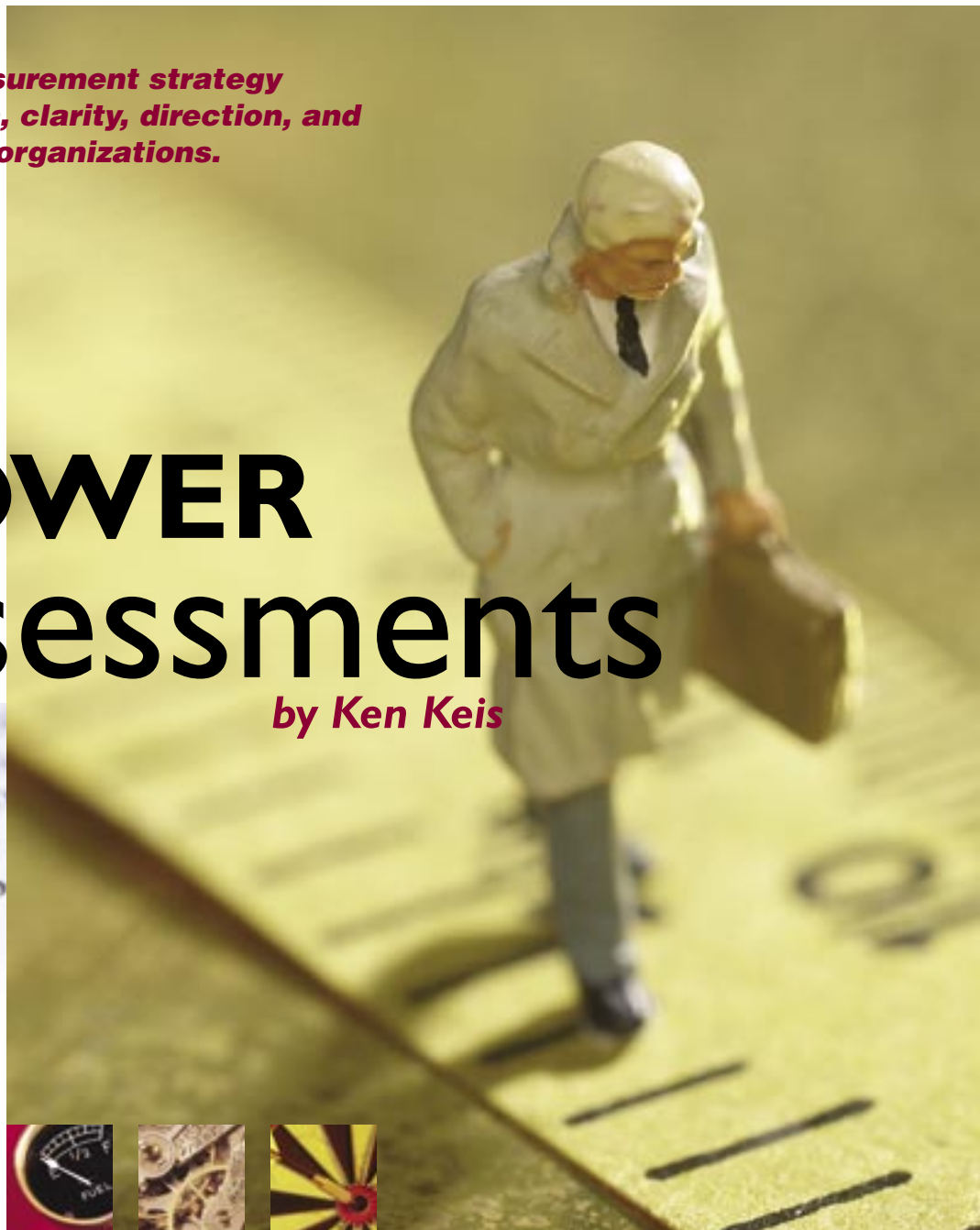
*by Ken Keis*



Everything in life centers around measurement—money, travel, time, age, weight, volume, temperature, stock indexes—the list is endless. Even underdeveloped countries use the rising of the sun and moon and the changing of the seasons as measurements.

Yet, my experience has been that most people do not have a personal measurement strategy to help improve their lives. A proper assessment/measurement strategy can offer amazing freedom, clarity, direction, and release to individuals and organizations.

Let me offer an example: At one time or another, many of us have driven a vehicle with a fuel gauge that wasn't working. Because we had to guess at the fuel level, we felt a great deal of mental stress and anxiety. If we experience stress for something as basic as a fuel tank, what internal



measurements can we take to lower anxiety and stress in our daily lives? Do you and your clients clearly understand your/their values, aptitude, attitude, personality, stress and health issues, interests, purpose, self-worth, leadership, and management skills?

## **What is an Assessment?**

An assessment is any process, tool, or methodology that benchmarks and measures a set of criteria for individuals, teams, or organizations. Like money, volume, or distance, assessment is a form of measurement that helps individuals know where they are and where they are going. Measurement does not create results; it documents what is already true.

## **What do Assessments measure?**

There are no limitations on what assessments can measure. Assessments measure and clarify personal style, job style, character traits, leadership skills, team compatibility, aptitude, values, health, self-worth, integrity, trust factors, and much more.

### How can you effectively use the assessments in personal and/or organizational applications?

- Establish the primary items you want to measure before conducting assessments. Make sure you select assessments that best apply to your situation.
- All team members should go through the assessment process.
- Confirm your assessment strategy and consistently implement it.
- Never abuse the privilege and confidentiality of the process. Share all results with the individual.
- It is not the results that are important; it's what you do with them.
- Choose assessments that are proven in the marketplace and that are well regarded by their users. Just because an assessment is well known or has high market awareness does not mean it is of high quality and able to meet your needs.
- If you have no experience in the assessment world, contact a qualified professional who can recommend several options and choices. The use of assessments is a **must** for any progressive individual or organization.

### Who can benefit from completing an assessment?

Given the wide variety of areas that can be measured, everyone at some level can benefit from assessments—individuals, businesses of all sizes, partners, families (including kids with a grade 6 reading level and up), and non-profit and volunteer organizations.

Assessments can help you hire the right person . . . the first time. One business owner complained he could never get the right person for a senior position. We recommended two assessments to help in the process: the **Personal Style Indicator** and the **Job Style Indicator**.

To hire for a six-figure position, he was reluctant to invest in assessment technology for the five individuals on his short list. As a result, he was consistently getting the wrong person for the job. How much was that costing him?

### Do I need a professional to help with the process?

Because CRG's assessments are self-scored and self-interpreted, you can apply the technology and look at your results in your own timeframe. You can gain a deeper understanding of the tools and how to apply them by attending CRG's **Train-the-Trainer** course.

In research conducted by the American Society for Training and Development (ASTD), it was found that the most profitable and successful organizations were, on average, doing twice the training and assessments of businesses performing at below-average levels.

It is difficult to determine where you want to go if you don't know your starting point. Use an assessment to evaluate where you and your clients are now and then to plan where to go next.

CRG's tools and resources can be used in a wide variety of disciplines. The knowledge and understanding gained from these tools are applicable any time you are dealing with another person. A better understanding of the people around you will increase the effectiveness of your communication and help you get the results you want.

### ...increase the effectiveness of your communication...

**Train-the-Trainer** is your opportunity to learn more about CRG's 16 assessments and more than 100 resources—and how to quickly implement any one of them in your business or organization for breakthrough results.

Start now. Take your personal or business life to the next level with the right assessments for your situation. ■



## TRAIN-THE-TRAINER

DISCOVER THE SECRET TO CREDIBLE COMMUNICATION!



Learn about measurement strategies that offer amazing freedom, clarity, and direction for you, your clients, and your organization.

Call CRG at **604.852.0566**  
see page 6 for details

## Product Descriptions

### Train-the-Trainer (TTT) Program



Gain amazing freedom, clarity, and direction for yourself, your clients, and your organization. Are you an independent or internal professional? Your relationship with your clients is your most valuable commodity. You will increase your value in all your relationships as you learn about your own personal style and how to manage it.

Discover how CRG's resources can assist you with your clients. Internal training, Human Resources departments, coaches, and all professionals create residual and leveraged revenue streams with CRG.

#### What benefit is there to showing up?

- Communicate Better with Employees, Clients, Family, and Friends
- Build Successful, Lasting Relationships
- Learn Secrets and Solutions to Communication Failure, Job Assessment and Fit, and Conflict
- Multiply your Sales
- Quickly Implement any one of CRG's 16 Assessments and over 100 Resources in Your Business

*And have fun doing it!*

Increase your value in all your relationships by attending this 3-day intensive program. You will personally experience and learn about CRG's transformational processes and systems. Learn how to use CRG's numerous tools and resources in a wide variety of disciplines.

A Risk-Free Guarantee ensures you will lose nothing and gain everything.

Do you have a number of clients or employees who would benefit from this training? Find out how you can host your own event and earn a percentage of the profit! Contact CRG for more details.

**Take your business or organization to the next level. Learn to use these simple yet powerful tools and resources.**

***Now call the CRG office at 1.604.852.0566. Space is limited.***

***This was one of the most powerful workshops I have attended over the past decade.***

Howie Hoggins  
Energy Shifting Adventures

### Train-the-Trainer DVD



Experience CRG's 3-Day *Train-the-Trainer* program on this 10-disc DVD set, containing over 20 hours of information! You also receive the master participant's handouts as part of this DVD set.

If you have already attended CRG's *Train-the-Trainer* program, use the DVD as a refresher and keep your presentation congruent with CRG philosophy. If you are using any of CRG resources and have not attended the *Train-the-Trainer* program, this DVD set is a must.

You will learn first-hand from Ken Keis, President of CRG, and Terry Anderson, Founder of CRG, why 85% of professionals switch to CRG resources from others, once they attend CRG's Training. You also learn about the more than 100 CRG resources and the unique models that equip professionals with powerful tools to impact clients and participants.

(Note: *Train-the-Trainer Certification* is only granted to those attending the live program.)

## Product Descriptions

### Personal Style Indicator (PSI)



Would you like a clear way to assess your client's style and behavioral tendencies? The **Personal Style Indicator (PSI)** is a powerful communication and learning tool. Discover your client's personality and how it "fits" in the world around him or her. Determine your clients' behaviors around tasks so you can be more effective in your work together. Share the knowledge with your clients and impress them with the insights!

**Use the PSI to:**

- Improve Relationships
- Build Teams
- Build Trust
- Improve Persuasive Communication
- Lead Effectively
- Create Self-Awareness

**Use it for:**

- Employees
- Prospective Employees
- Prospective Partners—  
Business and Personal
- Clients
- Yourself

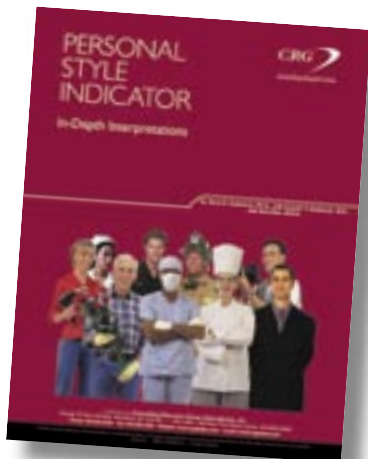
Remember the joke about fitting a round peg into a square hole? The **PSI** identifies your style of peg and teaches you how to adapt to fit other styles.

*This product is also available online in French and German, and in print in French, Japanese, Dutch (pending), and Spanish (pending). [www.crgleader.com](http://www.crgleader.com)*

***The Personal Style Indicator, and Job Style Indicator left our business owners and managers with a process that could be immediately applied in selecting and developing exceptional employees.***

Mike Cassidy, President  
Cassidy Associates

### PSI In-Depth Interpretations



Using the **PSI** without the **In-Depth Interpretations** is like having a computer for the sole purpose of playing Solitaire—you are only skimming the surface of the tool's potential.

The **PSI In-Depth Interpretations** is the essential companion to the **PSI**. It will take you deeper and provide more information about your clients' assessment results. The **In-Depth Interpretations** offers expanded descriptions of each style type, with focus on:

- 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."

With descriptions of all 21 style patterns included in one booklet, the **In-Depth Interpretations** are an invaluable tool for you and your clients, as you intentionally develop yourself and others in the world of personal style.

*This product is also available in print in French, Japanese, Dutch (pending), and Spanish (pending). [www.crgleader.com](http://www.crgleader.com)*

***One of the strengths of Denbow is our employees. We have a great team. Happy employees mean happy customers. One of the reasons for the great team and their job satisfaction is our use of the PSI and JSI model for hiring.***

Bill Boesterd, President  
Denbow Transport

## Product Descriptions

### Quick Style Indicator (QSI)



Are you ready to assess large groups of people in a quick, effective manner? The **Quick Style Indicator (QSI)** is a shorter, simpler **Personal Style Indicator**. With a grade-six reading level, the tool is easy to administer to classrooms or the general public. Develop a basic understanding of your clients quickly and easily.

**Use the QSI to:**

- Build Teams
- Build Trust
- Build Families
- Introduce your Training to Audiences

**Use it for:**

- Families
- Clients
- Teens
- Yourself

This tool would reduce conflict in many of our schools and organizations! Once you are introduced to this one, all the other tools come into perspective.

*This product is available online. [www.crgleader.com](http://www.crgleader.com)*

### Job Style Indicator (JSI)



How much does it cost to put the right person into the wrong job? The training, the upheaval in the office, and the stress of firing someone makes the **Job Style Indicator** priceless! Identify the right job for the right person the **FIRST TIME!**

**Use the JSI to:**

- Clarify Responsibilities
- Determine Performance Expectations
- Establish Mutual Understanding
- Confirm Work Style Needs
- Set a Professional Tone

**Use it for:**

- Employees
- Prospective Employees
- Clients of Job Centers or Coaches
- Professional Contracts
- Teams, to Build Performance

A person doing the job he or she loves, that fits his or her natural working style, will be much more productive.

*This product is available online. [www.crgleader.com](http://www.crgleader.com)*

### Online PSI/JSI Compatibility Report

**Coming Soon!**

You are hiring for a new position and you have a list of candidates. How can you be sure you'll hire the right person the first time?

The **PSI/JSI Compatibility Report** is an online report generated by comparing the **Job Style Indicator** you completed with the **Personal Style Indicators** that were completed by the candidates. This report will show you, based on the assessments, who might be the best fit for the position and why.

- Hire the Right Person the First Time
- Learn More about the Candidates and Their Skills through the **PSI**
- Analyze which Style will Best Suit the Job and Your Company

Simplify your hiring process by using the **PSI/JSI Compatibility Report**.

### PSI/JSI Professional's Guide



Build a new hiring process that will save you time and money. Use the **Personal Style Indicator** and **Job Style Indicator** as the base for your hiring process and witness the difference for yourself.

This Professional's Guide will provide you with the background knowledge to effectively use these assessments to build a strong company by hiring the right people for the right positions. This Guide includes background details and information on the creation of the tools and their intended application.

## Product Descriptions

### PSI Trainer's Guidelines



Why reinvent the wheel? CRG have presented the *PSI* many times and are now offering you their professional insights and training tips. The *Personal Style Indicator Trainer's Guidelines* is the essential tool for presenting and using the *PSI*.

As a trainer, you will find the *Personal Style Indicator Guidelines* the essential tool for presenting and using the *PSI*. Presentation options range from basic (no presentation) to advanced (30 minutes to 12 hours).

Pair the Guidelines with the *CRG Models* for a full, professional presentation.

### JSI Trainer's Guidelines



Help your clients hire the right person the first time! Train them in how to use the *Job Style Indicator (JSI)* effectively. They will be grateful for the time and money you saved them!

The *JSI Trainer's Guidelines* will help you frame a valuable presentation. At the end, your participants will be able to:

- Explain the Definition of a Job Skill;
- List their Job Skill Asset and Deficit Areas; and
- Understand the Relationship between Personal Style and Job Style

Change your clients' views on job style with your presentation of the *Job Style Indicator*.

### PSI PowerPoint Deluxe



Appeal to the visual learners in your group with a professional PowerPoint presentation of the *Personal Style Indicator*. CRG created the slides to accompany their presentations on the *PSI* and now they are offering you their PowerPoint presentations for use in your seminar or training.

You can customize the presentation for your group by using as many or as few of the slides as you like—and even adding some of your own. The PowerPoint comes on a CD with an accompanying binder of full-color printouts. The *PSI PowerPoint* also fully supports the *Building Relationships with Style* workbook.

Use the *PSI PowerPoint Deluxe* as the finishing touch in creating a visually stimulating and professional training.

### Building Relationships with Style



Simplify presentations on the *PSI* by using this workbook as your base. *Building Relationships with Style* is the perfect companion piece for presentations on the *Personal Style Indicator*. This workbook covers the building blocks of personal style and the *PSI*, including:

- Readiness and Willingness to Change
- Defining Credibility and its Importance
- Understanding Personal Style
- Applying what You've Learned
- Creating an Action Plan

Have CRG customize this workbook for you—specifically for your clients or organization. Using this workbook as a template, we will insert, change, revise, or co-create curricula that reflect your models, culture, and content.

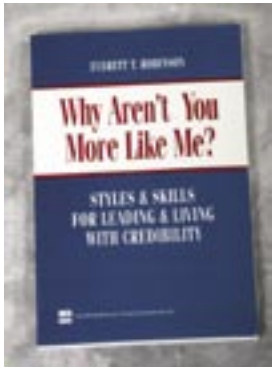
Note: The *PSI PowerPoint Deluxe* fully supports this workbook.

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

*\*CRG or one of its associates are available to conduct this program live with your clients.*

## Product Descriptions

### Why Aren't You More Like Me?™



Without this book, you have only scraped the surface of personal style. Would you like to know more about personal style and how you can use it to change your life or that of your clients? The book, *Why Aren't You More Like Me?*™, was written by the co-author of the *Personal Style Indicator*, Everett T. Robinson. Learn more about interacting with others and how style affects those interactions.

The goals of this book are:

- To Increase Awareness of Personal Style in Self And Others
- To Improve Self-Control over Personal Style
- To Expand Personal Credibility
- To Transfer Knowledge of Personal Style into Applicable Skills
- To Enhance Leadership Abilities at Work and at Home

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

### My Source Experience Journal



As a coach or trainer, you know the importance of having your clients clarify what they want in their lives. It is very difficult to coach them on their journey if they don't know where they are starting from or where they are going.

*My Source Experience Journal* is the perfect tool to focus your clients on what they really want in all areas of their lives. As they work through this journal, their insights, along with your guidance, will create lasting and memorable results.

Use *My Source Experience Journal* to identify:

- Purpose
- Passions
- Successes
- How to Achieve what You Want

Change your clients' lives as you set them on the path to achieving their dreams with *My Source Experience Journal*.

### CRG Models



It takes time and money to create handouts for a presentation. Why not use what CRG has already created? *CRG Models* is a CD-ROM with PDFs of all of the handouts needed to present the *Personal Style Indicator* and any of CRG's style assessments. Once you have purchased this CD, you can print the full-color handouts any time you need them, as many copies as you like. The CD includes:

- Readiness and Willingness to Change
- Credibility
- What is Personal Style?
- Personal Style Model
- Business Development Model
- And Many More!

Set yourself up for success—use CRG's professional handouts at your next presentation!

## Product Descriptions

### Learning Style Indicator (LSI)



How do you feel when you understand something totally new? Imagine your children, clients, employees, or yourself learning anything with ease. The **Learning Style Indicator (LSI)** addresses the way people learn. It empowers your mind to learn or the minds of your clients.

**Use the LSI to:**

- Learn how to Learn FASTER
- Understand your Mind
- Determine the Best Way for You or Your Client to Learn
- Determine the Best Teaching Style for You

**Use it for:**

- Employees
- Students
- Instructors
- Seminar Participants
- Clients
- Family members
- Yourself

As a coach, teacher, leader, or supervisor, you will find the **LSI** an invaluable tool for getting the best results for any job. It is the smart pill—without the side effects.

*This product is available online. [www.crgleader.com](http://www.crgleader.com)*

***The CRG tools are the best I have encountered in 25 years of work in the counseling field. Thank you!***

Katherine Mansfield

### LSI In-Depth Interpretations



Maximize your clients' learning potential with a thorough understanding of how they prefer to learn and create a plan for increasing effectiveness. The **Learning Style In-Depth Interpretations** provide expanded descriptions of each learning-style type, with focus on:

- Learner Strengths
- Limitations
- Self-Perception
- Learner Approach
- Style-Shifting Tips
- Instructional Preferences

Take your clients to the next level by giving them a roadmap to increase their learning effectiveness.

***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

# LIFELONG LEARNING

by Ken Keis

Lifelong learning = competitive advantage  
Do you believe this statement?  
Do you believe right now that you know  
everything you will ever need to know?

**T**op performers and organizations are committed to learning. They are always looking for the new edge, thought, idea, or strategy to propel them forward. Today, continuous learning and improvement are essential for success in all areas of life, especially career and work.

The current estimates state that mankind's total knowledge is doubling every 18 months to 3 years—and that rate is only increasing!  
(David Chalk, *Dave Chalk Computer Life*, [www.chalk.com](http://www.chalk.com))

**... continuous learning and improvement are essential for success in all areas of life...**

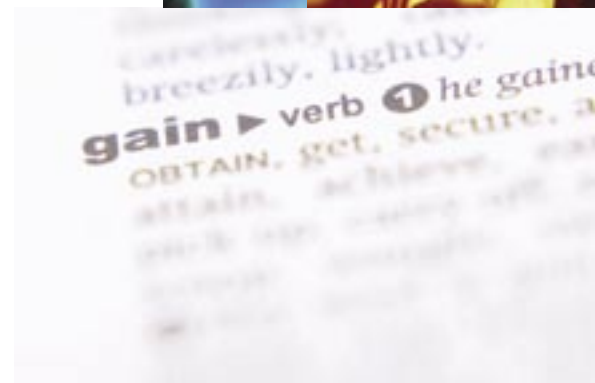
Keeping up with change is a necessity in today's society, where information of every kind is readily accessible.

In high school, I recall being told over and over that I was a poor student and would never amount to anything. As I became aware of various learning styles, I realized that my learning style was not being addressed in the classroom. I know that was true because I went on to achieve an honors-level Masters degree, where the instructional style was much different and more flexible.

Think about your own experiences in education, either in school or while training for a new job. Do you prefer to discover things on your own, through experimentation, or through the stories and experiences of a teacher or a group of people? Do you learn best by reading and seeing ideas visually or by having someone describe them to you?

It is possible to have four individuals in the same room, with the same goal of learning the same information, yet each has a different learning preference. As an instructor, how would you meet the needs of all participants? Traditionally, schools have addressed the needs of only one or two of the learning styles, leaving students with the other learning styles struggling to fit in.

Understanding your learning style can increase your desire to learn and your effectiveness as a learner. Think of all the things you want to achieve in your life. How many of them require learning something new?



### So what can you and/or your organization do to embrace lifelong learning?

1. Acknowledge that most individuals and organizations are challenged with a finite amount of time and resources. That means the learning experiences need to be the most effective for you, the individual, and/or for your team and organization.
2. Recognize that each individual learns in different ways. Having only one way for you or others to learn can—and will—reduce the results of the learning experience. The assumption that we can have everyone learn with just one approach is erroneous, at best, and destructive, at worst.
3. Set up learning and instructional strategies and processes to match the learning method that works best for each individual. To help others learn more, faster, we must understand the way they prefer to learn and match our instructional style and strategies to those needs. We must be proactive and intentional in the way we design and structure the learning experiences to meet individuals' needs effectively. With a 20% to 30% high school dropout rate and many adult learners struggling to embrace the skills and knowledge they need to keep up, it is obvious that we need to simplify and speed up the learning process for the good of all parties involved.

Many organizations, universities, and educational institutions use CRG's *Learning Style Indicator (LSI)* with their students and clients. The *LSI* helps establish learners' preferences for the various learning practices and methods, which are as important as the learning itself. Using the *LSI*, many individuals—for the first time—come to an understanding of the way they prefer to learn and subsequently embrace the learning possibilities that lay ahead. Their confidence goes up and they immediately take charge of ways they can successfully learn.

The same holds true for the individuals leading the learning experience. Their approach to designing and deploying instructions affects the learning environment and, ultimately, the success of their learners. That is why it is equally important for every individual responsible for instructing, teaching, training, or mentoring others to understand his or her Instructional Style and the way it affects the various learning styles.

Maureen Reilly, an Associate with CRG for over 14 years, has been using the *Learning Style Indicator* in an MBA program she is teaching.

### **... Prior to starting their MBA program, they are required to complete the Learning Style Indicator...**

Many of her students are executives who have not been in school for a number of years. Prior to starting their MBA program, they are required to complete the *Learning Style Indicator*, which helps Maureen design their program, based on the way they best like to learn.

Maureen says, "Your true understanding of what individuals and organizations are faced with in these challenging times needs to be successfully translated into specific stages and steps for their developmental learning and skills training. With the *Learning Style Indicator* and *Instructional Style Indicator*, you have a comprehensive package that promotes the transfer of new skills down through all levels of learning styles; that helps sustain their training initiative."

When your learning style is being considered, learning new things becomes less of a burden and a challenge. Learning becomes fun and therefore we are willing to do more of it.

Lifelong learning is for winners. Gain the competitive edge by committing to ongoing education. ■

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## LEARNING STYLE INDICATOR AND INSTRUCTIONAL STYLE INDICATOR

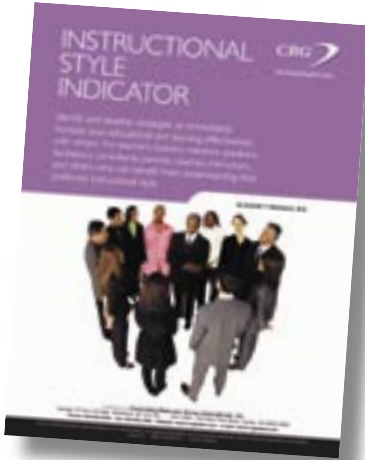


Gain insight into your learning style and preferences

Call CRG at **604.852.0566**  
see pages 11 and 14 for more details

## Product Descriptions

### Instructional Style Indicator (ISI)



When you are in front of an audience or class, how do you teach to the various individuals? The **Instructional Style Indicator (ISI)** identifies your preferred teaching style. Learn flexibility in instructional styles to ensure that all participants get the most from the session. STOP frustrating your students and participants and become the instructor you've always dreamed you could be!

**Use the ISI to:**

- Identify your Strengths as an Instructor
- Teach with Confidence from those Strengths
- Learn how to Teach to Different Learning Styles

**Use it for:**

- Coaches
- Supervisors
- Seminar Leaders, Speakers, and Trainers
- Human Resources Managers
- Teachers and Instructors
- Yourself

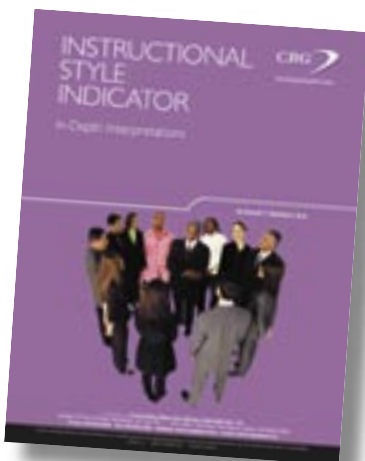
Information is worthless until it is applied or shared. Instructors are respected or disrespected, based upon their ability to share information that meets the participants' needs, not just the needs of the instructor. Which do you want to be?

*This product is available online. [www.crgleader.com](http://www.crgleader.com)*

***I have worked with many tools and systems and find the suite of CRG tools an outstanding foundation for any individual. They will facilitate growth and continuous development.***

Julie Wayman, National Director of Training  
Alliance Royale

### ISI In-Depth Interpretations



Knowledge is the key. The **Instructional Style In-Depth Interpretations** provide the knowledge needed to master instructional-style flexibility, as well as descriptions of all the different instructional styles. Studying the other styles can help your clients fully appreciate all the styles and their strengths. The expanded descriptions of each style type focus on:

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

Lead the instructional style revolution. Share the insights of the **ISI** and **ISI In-Depth Interpretations** with your clients.

***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

## Product Descriptions

### LSI Trainer's Guidelines



Tools that assess learning rate were hard to find—until now. Help your clients assess and increase their learning rate with the **Learning Style Indicator (LSI)**.

The **LSI Trainer's Guidelines** give you the framework for presenting and working through the **LSI** with your clients. CRG has presented the **LSI** many times and are now offering you their professional insights and training tips. These Guidelines provide you with:

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

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

### ISI Trainer's Guidelines



Help your clients meet the needs of ALL their learners. The **Instructional Style Indicator (ISI)** was developed to help trainers, teachers, facilitators, and parents identify the way they prefer to teach, their strengths, and areas for change. Flexibility in teaching styles is beneficial to ensure all participants get the most from the session.

The **ISI Trainer's Guidelines** will guide you through:

- Discussions on Thinking and Learning Style Patterns
- Explaining the Definition of Learning Style
- Instructing how to Complete the **ISI**

Engage your participants with examples and exercises specific to the **Instructional Style Indicator**.

### Why Don't You Teach the Way that I Learn?™

**Coming Soon!**

Revolutionize the way you and your clients approach teaching and instructing.

**Why Don't You Teach the Way that I Learn?™** walks through the **Learning Style Indicator** and **Instructional Style Indicator** and ties them together to promote growth and flexibility in instructional style. This workbook incorporates some of the basic theories of personal style such as credibility and readiness and willingness to change, then adds learning-specific topics such as the following:

- Evaluating Both Learning and Instructional Styles
- Impact of Different Instruction Styles on Each Learning Style
- Style-Shifting and Flexibility
- How to Appeal to All Learning Style Needs
- Creating an Action Plan

This workbook can be customized for use with learners or instructors.

Maximize your clients' and your instructing potential by working through **Why Don't You Teach the Way that I Learn?™**

*\*CRG or one of its associates are available to conduct this program live with your clients.*

## Product Descriptions

### Entrepreneurial Style and Success Indicator (ESSI)



So, your client wants to start a business? Are you paid in advance?

Note: 85% of small business start-ups go out of business within the first 5 years! Ensure you are among the 15% that succeed. The **Entrepreneurial Style and Success Indicator (ESSI)** identifies your preferred business style and your entrepreneurial success factors. Then, using that information, you can build the team to fill in the gaps! Use this tool in conjunction with the **Job Style Indicator** and the **Values Style Indicator** for maximum effectiveness.

Use the **ESSI** to:

- Identify and Develop the Key Business Success Factors
- Find the Right Mentors for You
- Increase Business Flexibility
- Learn to Facilitate Business Development

Think like an entrepreneur; set yourself up for success—work with a team.

“The Poor Work, the Rich Network!”  
(*Team build*) Robert T. Kyosaki

This product is available online. [www.crgleader.com](http://www.crgleader.com)

**The Entrepreneurial Style and Success Indicator is the most comprehensive entrepreneurial tool we have found; it is a staple in our battery of assessments.**

Louisa Mattson, PhD  
Keystone Partners

### ESSI In-Depth Interpretations



Facilitate strong communication and growth among your team members through a complete understanding of the different styles of each member. The information provided in the **In-Depth Interpretations** should be available to all members of a team. Create a solid understanding of each person’s entrepreneurial style and promote acceptance and a willingness to work together. The **ESSI In-Depth Interpretations** provide expanded descriptions of each of the 21 style patterns, with focus on the following:

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

Includes “Developing Your Plan to Increase Your Entrepreneurial/Business Effectiveness”

Create a common language for your team to discuss their strengths and differences through the use of the **ESSI** and the **ESSI In-Depth Interpretations**.

## Product Descriptions

### ESSI Professional's Guide



You want to teach the *Entrepreneurial Style and Success Indicator*, but you need more background information on the tool itself. Where do you turn? The *ESSI Professional's Guide* will assist you with the understanding and application of the *ESSI* instruments, so you are informed and professionally responsible in the administration of this tool with your clients, students, or employees.

The *ESSI Professional's Guide* contains information on:

- 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

Create a deeper understanding and appreciation for the *ESSI* and all of CRG's tools with the information in this *Professional's Guide*.

### ESSI Trainer's Guidelines



Risk is an inherent part of entrepreneurship. Help your clients limit that risk by taking them through the *ESSI*. Just as it is important to identify the competition and the effects they will have on your business, it is important to identify the internal strengths of your team to create a high probability of success.

By using the *ESSI Trainer's Guidelines*, you will help your clients:

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

Think like an entrepreneur; leverage CRG's experience by using the *ESSI Trainer's Guidelines* in your presentation!

### ESSI PowerPoint Deluxe



Appeal to the visual learners in your group with a professional PowerPoint presentation of the *Entrepreneurial Style and Success Indicator*. CRG created the slides to accompany their presentations on the *ESSI*. Now they are offering you their PowerPoint presentations to use in your seminar or training.

You can customize the presentation for your group by using as many or as few of the slides as you like—and even adding some of your own. The PowerPoint comes on a CD with an accompanying binder of full-color printouts. The *ESSI PowerPoint Deluxe* also supports the *ESSI* workbook *Discovering Your Pathway to Entrepreneurial Success*.

Use the *ESSI PowerPoint Deluxe* as the finishing touch in creating a visually stimulating, professional training.

### Discovering Your Pathway to Entrepreneurial Success



Thinking like an entrepreneur is a highly valuable skill in many business situations. Use the *Discovering Your Pathway to Entrepreneurial Success* workbook with your clients to discuss their entrepreneurial skills and how they compare to proven successful entrepreneurs. This workbook includes some of the basic theories of entrepreneurship.

- Credibility
- Readiness and Willingness to Change
- Discovering your Entrepreneurial Gifts

The *Discovering Your Pathway to Entrepreneurial Success* workbook is the ideal companion for presentations of the *Entrepreneurial Style and Success Indicator*.

*\*CRG or one of its associates are available to conduct this program live with your clients.*



by Ken Keis

# Creating a Healthy Society



**H**ealth has always been a big part of my life. A former bodybuilder and triathlon competitor, with a technologist diploma in nutrition and genetics, I find it very difficult to accept feeling unwell or gaining weight.

Health care is quickly becoming the Number One concern in the Western world. Today our life expectancy is higher than ever—the average lifespan for men and women exceeds 75 years. People are now looking at the *quality* of their life as being equal to—or even more important than—the *length* of their life.

Modern society is not only helping us live longer, it is contributing to our increased stress levels. In a recent survey by Northwestern Life, over 40% of workers reported their jobs were “very or extremely stressful.”

**... we have become very conscious, as a society, of our health and the stress levels in our lives...**

As a society, we have become very conscious of our health and the stress levels in our lives. Because of this, many companies have adopted programs for their employees around improving health

and monitoring stress levels. It has been proven repeatedly that people are less productive when they are tired, feeling stress, or lacking proper nutrition.

It is very easy to fall into an unhealthy lifestyle. With the amount of activity we pack into our lives, who has time to go to the gym or prepare proper meals? And there are so many sources of stimulation that taking time to unwind and de-stress is rarely a priority.

But if it means living a long, successful life, who has time NOT to?

The costs of health and safety are reaching the billions each year in lost productivity and related expenses, not to mention intangible personal costs. You have seen on the news where apparently perfectly fit joggers die while running. Wellness issues apply to more than overweight and inactive individuals.

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### What can you do to live longer in good health?

1. Take responsibility for your own health condition. Blaming others will not improve your health and will likely increase your stress levels.
2. Establish your current health condition. Many of us take better care of our automobiles than we do ourselves. When was the last time you had a maintenance checkup? Have an annual checkup to benchmark your physical condition.
3. Think preventative wellness and nutritional balance, not drugs and medicine. Unfortunately, the majority of medical practitioners are trained to treat, not help prevent conditions. Medical training includes very little instruction on the nutritional effects on the human body. My many doctor friends agree that more must be done to include the preventative mindset in the medical community.
4. Set up a plan that will work for you and your life conditions and preferences. Be realistic.
5. Take action. This is one area where just thinking about it will not help us achieve the wellness levels we all want.
6. Complete the Stress Indicator and Health Planner to establish your current levels of stress and health and create a plan for moving forward.

The ***Stress Indicator and Health Planner (SIHP)*** is a great base for client health programs. It helps individuals identify their areas of unhealthy living and the main factors that lead to stress in their lives. It is designed to help participants better understand how these internal influences impact every aspect of their lives and what they can do to change them.

London Drugs is one of the many companies using the ***Stress Indicator and Health Planner*** with its staff. London Drugs is a 100% Canadian-owned company that has its focus on customer satisfaction. From Saskatchewan to British Columbia, London Drugs operates 59 stores and employs more than 6000 staff. Each one of these individuals is dedicated to providing the customer with a superior shopping experience.

A positive customer environment is difficult to create if your staff is facing huge stress levels. Training is central to London Drugs and one of the key components is the use of the ***Stress Indicator and Health Planner***. It is used with the staff and management team at least once a year. Trainer Liz McNally is so impressed with the tool, she encourages her staff to include family members in the training. The company runs a full-day stress workshop, with the afternoon session built completely around the ***SIHP***.

“Our participants have responded in a very positive way to the concepts and skills presented. The ***SIHP*** shows them a whole new approach to managing stress, in a manageable format,” says McNally. One of the

aspects of the tool that she really likes is the way the ***SIHP*** is divided into separate areas. Many people assume work is the major cause of stress in their lives, but stress can come from many different sources. The ***SIHP*** explores stresses caused by work, personal relationships, social situations, health and nutrition, and time.

McNally says many people find it interesting to discover where their stress is coming from. Often, it is not the workplace. By working through the ***SIHP***, employees finally have a way to identify their stressors and determine practical steps they can take to reduce them. In fact, a number of people come back a year later to go through the tool again, to see how they have improved. Through the ***SIHP's*** bite-size components, people know where to start to improve their health.

Support your clients and employees in creating healthy lifestyles. Incorporate the ***Stress Indicator and Health Planner*** into your business today! ■

### STRESS INDICATOR AND HEALTH PLANNER



Call CRG at **604.852.0566**  
see page 20 for more details

## Product Descriptions

### Stress Indicator and Health Planner (SIHP)



Do you know anyone with a little STRESS? Stress and Health are two topics that affect everyone. The **Stress Indicator and Health Planner (SIHP)** assesses your clients' current level of stress and health. Use it to understand how to enhance overall well-being, manage stress, and improve performance. Life is too short to die from a heart attack at the halfway mark!

**Use the SIHP to:**

- Identify where Your Client is Stressed
- Determine an Action Plan to Overcome the Stressors
- Incorporate Healthy Behaviors and Relaxation Skills into Daily Routines
- Prioritize Tasks
- Increase Job Satisfaction

**Use it for:**

- Health Practitioners and their clients
- Your Life Partner—Now
- Your Clients
- Yourself
- Human Resources Managers
- Professionals
- Supervisors

Support your clients and employees in creating healthy lifestyles. Incorporate the **Stress Indicator and Health Planner** into your business today.

*This product is available online. [www.crgleader.com](http://www.crgleader.com)*

### Values Preference Indicator (VPI)



Leaders make wise yet surprisingly quick decisions. How? They know their Core Values beforehand. When you understand what your values are, confusion disappears and inner clarity develops. The **Values Preference Indicator (VPI)** identifies those core values. When you know someone else's Core Values and can match them with your own, you can build trust and understanding. You may have the right person for the right job; now can you TRUST him or her? Find out how much.

**Use the VPI to:**

- Make a Decision with Confidence
- Build Teams
- Build Trust
- Live up to Your Own Values and Expectations

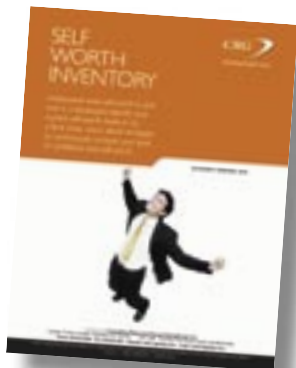
**Use it for:**

- Employees/Supervisors
- Prospective Partners—Business and Personal
- Clients
- Yourself

Live with HONOR by knowing the RULES you and your clients live by.

*This product is available online. [www.crgleader.com](http://www.crgleader.com)*

### Self-Worth Inventory (SWI)



Are you proud of yourself? Dr. Nathaniel Brandon, pioneer in self-esteem, determined that our Self-Worth was a much greater identifier of our future Net-Worth and quality of life. The way we think and feel about ourselves is projected into everything we do. It flows out in our communication to everyone we meet. The **Self-Worth Inventory (SWI)** empowers you to understand and develop your self-worth. Further explore how this affects all aspects of your life and the life of your clients.

**Use the SWI to:**

- Improve Quality of Life
- Create Self-Confidence
- Build Trust in Yourself and Your Clients

**Use it for:**

- Employees
- Prospective Partners
- Clients

The best thing you can do for your clients and employees is help them build their self-worth. The benefits are far-reaching and long-lasting.

*This product is available online. [www.crgleader.com](http://www.crgleader.com)*

## Product Descriptions

### SIHP Trainer's Guidelines



Support your clients and employees in creating healthy lifestyles. The *Stress Indicator and Health Planner (SIHP)* is a great base for client/employee health programs. Use the *SIHP Trainer's Guidelines* to ensure your participants are getting the most from this tool.

Stress and Health are two topics that affect everyone, regardless of age, sex, marital status, income, education, job, profession, political affiliation, or religion. With the *SIHP Trainer's Guidelines*, you will help your clients:

- Assess Their Current Level of Stress and Health
- See how these Internal Influences Impact Every Aspect of Their Lives
- Understand what They Can Do to Change Them

Increase your effectiveness with your clients by using the *SIHP Trainer's Guidelines* to create your training.

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

Liz McNally, Director Training & Development  
London Drugs Limited

### VPI Trainer's Guidelines



Give your clients the gift of clarity. Teach them how values and personal style work together. Discuss why values are important and how they link to needs and fears.

The *VPI Trainer's Guidelines* provide you with:

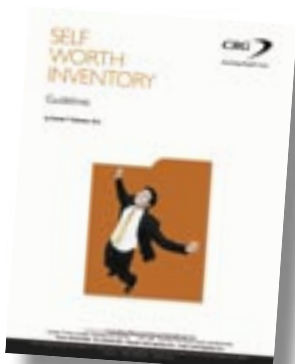
- An Outline for 2 to 6 hour Presentations
- A Script Detailing the Main Concepts of the *VPI*
- Group Exercises

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

*...I design my programs to meet the individual needs of my clients. The Values Preference Indicator is just one of your assessments that support 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

### SWI Trainer's Guidelines



The *Self-Worth Inventory (SWI)* is a powerful tool when used effectively. Self-Worth, however, can be a sensitive area. Use CRG's expertise in presenting the *SWI* to create a safe environment for your participants and to increase the effectiveness of your training.

The *SWI Trainer's Guidelines* will help you:

- Explain how Powerful Self-Worth is for Success in all Areas of Life
- Outline an Action Plan Template for Your Clients
- Develop a compelling 2 to 6 hour Training on the *SWI*

Self-worth is a powerful force that can either make or break us. Give your clients the information they need to succeed.

*...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.

## Product Descriptions

### Sales Style Indicator (SSI)



Do you know anyone who is successful in your community . . . someone everyone looks up to?

That is the true salesperson of the community. Leaders, politicians, teachers, children, and parents are constantly selling their ideas and desires to you as you are to them. Even when you ask for a glass of water, you are selling. How well you understand the person determines your success. The **Sales Style Indicator (SSI)** identifies the way you influence and lead others. It also trains your Sales Style flexibility.

#### Use the SSI to:

- Assess Natural Sales Styles
- Understand the Different “Buying” Styles
- Increase your Power to Influence
- Learn to Persuade with TRUST
- Develop Leadership skills
- Match the Right Salesperson to Different Situations

#### Use it for:

- Leaders and Managers
- Coaches, Trainers, Speakers
- Parents
- All Sales Professionals
- Politicians
- Job Placement Counselors

Instantly know how to create a Win-Win scenario with your clients and team members—even your own family members! Become the honest, creative winner while helping others. Leave your competition in the dust!

*This product is also available online in French and German, and in print in French and Spanish.*  
[www.crgleader.com](http://www.crgleader.com)

*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

### SSI In-Depth Interpretations



Style flexibility is extremely beneficial in sales. Your clients will find it is easier to influence another person if they first understand how others might see them and how they can change their behavior to match their client’s needs. The **SSI In-Depth Interpretations** provide expanded descriptions of each Sales Style type, with focus on the following:

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

The **SSI In-Depth Interpretations** also include a section on “Developing Your Plan to Increase Effectiveness.”

Give your clients the key to successful sales with a full understanding of their Sales Style behaviors. The **SSI** and **SSI In-Depth Interpretations** are an absolute must for any sales manager to develop or manage their sales or customer service team.

*This product is also available in print in French.*

## Product Descriptions

### SSI Trainer's Guidelines



Almost every day we find ourselves in a situation where we want to influence another person to get the results we want. Selling is influencing another person, with integrity, for a desired outcome.

Give your clients the tools to sell effectively by taking them through the *Sales Style Indicator (SSI)*. Use CRG's 3-hour template in the *SSI Trainer's Guidelines* to ensure you make the most of your training. The Guidelines include the following:

- Session Objectives
- Definitions of the Different Sales Styles
- How to Interpret One's Scores on the *SSI*

Create more of the outcomes your clients desire by evaluating their preferred style of selling and the buying styles of their clients.

### SSI PowerPoint Deluxe



Appeal to the visual learners in your group with a professional PowerPoint presentation of the *Sales Style Indicator*. CRG created the slides to accompany their presentations on the *SSI*. Now they are offering you their PowerPoint presentation for use in your seminar or training.

You can customize the presentation for your group by using as many or as few of the slides as you like—and even adding some of your own. The PowerPoint comes on a CD with an accompanying binder of full-color printouts. This PowerPoint also supports the *SSI* workbook *Why Don't you Sell the Way that I Buy?*<sup>™</sup>

Use the *SSI PowerPoint Deluxe* as the finishing touch for creating visually stimulating professional training.

### Why Don't You Sell the Way That I Buy?<sup>™</sup>



Give your sales training extra value with the workbook *Why Don't You Sell the Way that I Buy?*<sup>™</sup> This workbook is the companion piece for presentations of the *Sales Style Indicator* and includes the handouts and background knowledge for participants. Topics include:

- Understanding Sales Style
- Action Steps to Increase Sales Effectiveness
- Understanding Customers' Buying Styles

Have CRG customize this workbook for you, specifically for your clients or organization. We will insert, change, revise, or co-create curricula that reflect your models, culture, and content, using this workbook as a template.

Create strong sales teams and training with the *Sales Style Indicator* and *Why Don't You Sell the Way that I Buy?*<sup>™</sup>

*\*CRG or one of its associates are available to conduct this program live with your clients.*

# TRANSFORMING *Leaders*

by Ken Keis

**Leadership credibility comes from four qualities: inspiration, honesty, competency, and forward-looking.**

Leadership is missing in our political system, businesses, schools, and even our families. Our streets are filled with wandering souls waiting for someone to build a vision they can grasp.

Everyone is a leader at some level with someone. Leadership skills are required for parenting and being a friend or part of a couple—in your household and at work. We have all seen examples of ineffective leaders, from the lazy boss who expects everyone else to do his work, to the parent of the uncontrolled child at the mall. Leadership is not restricted to the manager of a major corporation; it applies to everyone in every organization.

The challenges for many leaders are that they can manage but not lead; quantify yet not empathize; control but not empower. Leadership is learned; it is not a skill we receive at birth. To expect someone to automatically know how to build and lead an organization is a fallacy at best. We must approach the subject of leadership with a fresh, new, vibrant attitude where we truly believe each person makes a difference and is a

leader in his or her own right. This new way of thinking forces us to consider changes where collaboration comes before confrontation, empowerment replaces control, and the value of the individual precedes profits or self-centered hidden agendas.

Leadership credibility comes from four qualities: inspiration, honesty, competency, and forward-looking. Effective leaders operate daily according to certain principles for positive change and they demonstrate skills that others want to model.

One way to identify your clients' leadership strengths and weaknesses is through the **Leadership Skills Inventory (LSI)**. The base of the **LSI** is **Transformational Leadership**, the belief that leaders can be made, with the right training and guidance. Today's tough organizational challenges require transformational leaders who can adapt to rapidly changing social and technical environments. The **Leadership Skills Inventory** provides participants with the necessary feedback to better understand and develop their own transformational leadership skills.

Dr. Doug Perkins, Director of People for Coastal Pacific Xpress (CPX), has taken a number of his company's senior staff through the **Leadership Skills Inventory**. CPX, headquartered in Cloverdale, BC, has evolved from one truck and trailer in 1985 to 160 trucks and 250 trailers today, making it one of the fastest-growing temperature-controlled truckload carriers in the province. In fact, the company serves major markets throughout North America.

"Trucking often attracts lower-skilled people," states company owner Jim Mickey. "Factors combine to create what I call a 'stupid business.' You have a \$160,000 truck, you put on a trailer worth \$70,000 holding \$50,000 of cargo, and you trust a guy with no competence. How dumb is this?"

To tackle the problem, Jim and CPX set out to hand-pick the best in the industry. Enter Dr. Doug Perkins and CRG assessments. Doug gives the **Leadership Skills Inventory-Self** to all CPX managers to evaluate their own leadership skills. To create a full picture of their strengths, each manager gives Doug the names of five employees who know the

Five skill sets are essential in the development of transforming leaders. Our experience has proven that few people are competent in all five skills. Educational programs can be created to help individuals learn these important skills.

### 1. SELF-MANAGEMENT SKILLS

This intensely personal yet important area includes the clarification of beliefs, values, purpose, and goals. If leaders are not clear about where they are going and what they stand for, few people will be willing to follow them. Only from a position of self-awareness will you be in a better position to devise a plan to develop and strengthen your weaker areas.

### 2. INTERPERSONAL COMMUNICATION SKILLS

Interpersonal communication skills are the vehicles through which all interactions you have with other people are made more clear and effective. Attending, listening, responding, and questioning are just four of the 12 skills identified as necessary for quality communication to occur.

### 3. COACHING, COUNSELING, AND PROBLEM-MANAGEMENT SKILLS

Leaders who develop these competencies are able to encourage others to develop and perform to their potential. At the heart of effective coaching and mentoring, these proficiencies are critical to any organizational development. Advanced empathy, problem ownership, action planning, confrontation, and self-sharing are just five of the 12 skills needed for competency in the areas of coaching, counseling, and problem-management.

### 4. CONSULTING SKILLS

Group facilitation, clarification, assessment, evaluation, and reporting are included in this skill set. The emphasis of this section is your ability to handle complex situations with an increasingly in-depth set of responses.

### 5. VERSATILITY AND ORGANIZATIONAL DEVELOPMENT SKILLS

This is the ability to handle the most complex situations with an array of appropriate responses. This skill is for everyone who wants to become a Transforming Leader. It can be applied to customer service, supervision, team-building, and even spousal/family relationships. This expertise is required for gaining credibility with others and for adapting to the permanent state of change in which we find ourselves.



manager well. Doug then distributes the **Leadership Skills Inventory–Others** to those individuals. To protect people’s anonymity, those who complete the **LSI–Others** tools return them to Doug, not the manager. After Doug has received the five **LSI–Others** for each manager, he averages all five scores and compares them against the manager’s scores on the **Leadership Skills Inventory–Self**. He then gives the results to the respective manager for review.

Doug and the manager work through the three highest and the three lowest scores in each category. Where the manager received scores that showed he or she was highly competent in that area and capable of teaching

that skill, for example, Doug asks the manager to teach his or her assistant how to train the staff in that particular area. Where the manager scored low and wants to improve, Doug teaches or provides resources to help the manager in those areas.

Doug sees the **Leadership Skills Inventory** as a helpful coaching tool to complement the other CRG resources that Coastal Pacific Xpress is using.

Becoming a transforming leader is not an overnight process. You may find it overwhelming and extensive at times, but it will be worth it. You will discover you can make a difference, whoever you are. ■

## LEADERSHIP SKILLS INVENTORY FOR SELF AND OTHERS



*Gain insight into your leadership skills. Become a more effective transformational leader and increase your impact with self, others, teams, and organizations.*

Call CRG at **604.852.0566**  
see page 26 for details

## Product Descriptions

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



Leaders are made, not born. The head of every successful organization consistently tones and maintains his leadership muscle. *The Leadership Skills Inventory (LSI-S)* provides leaders with the necessary metrics to develop their transformational leadership skills.

**Use the LSI to:**

- Increase a Leader's Impact
- Measure and Strengthen Their Skills
- Increase Productivity and Teamwork
- Develop the Art of Leadership

**Use it for:**

- The Leader
- Prospective Partners/Entrepreneurs
- Coaches/Trainers
- Managers/Supervisors

Use the *Leadership Skills Inventory* to support your leaders in their journey to become inspiring, motivating transformational leaders.

*This product is available online. [www.crgleader.com](http://www.crgleader.com)*

*The Leadership Skills Inventory opens your eyes to the complexity of Leadership. You quickly learn that each section is a developmental process that each individual Leader must experience...you will become confident and prepared to be more effective with a wide range of individuals, groups, and organizational issues. Completing this learning program will position you to manage less and lead more.*

Val Wilson, President  
Imagine Enterprises Inc.

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



Are you always certain that your actions produce the desired results in your team? The *Leadership Skills Inventory–Others (LSI-O)* allows leaders to measure how their skills are perceived by their team and colleagues. Coaches use this assessment with their clients to excel at leading their clients. HR professionals use it to determine what training would benefit middle managers and supervisors.

**Use the LSI to:**

- Measure a Leader's Impact with Others
- Create a Leadership Training Plan
- Increase Productivity and Teamwork
- Increase Credibility of the Leader

**Use it for:**

- The Leader
- Prospective Partners/Entrepreneurs
- Coaches/Trainers
- Managers/Supervisors

Use the *Self* and *Others* versions of the *Leadership Skills Inventory* together for a 360° view of a leader's skills. The information these tools provide will enhance the development of truly effective, motivating leaders.

## Product Descriptions

### LSI-S Trainer's Guidelines



Create strong leaders in your organization with the *Leadership Skills Inventory -Self (LSI-S)*.

Completing the assessment is only the first step. The *LSI-S*, more than CRG's other assessments, requires discussion and action plans to move forward. The information is useless unless you do something with it. Help your clients move forward. Give them a venue to start discussing their results and creating a plan for the future.

In the *LSI-S Trainer's Guidelines*, you will find the following:

- A 2 to 6 hour Presentation Template
- A Comprehensive Introduction to *Transforming Leadership*
- How to use the *LSI-Others* with the *LSI-Self*
- Individual and Group Exercises

Start the shift in your organization toward inspiring, motivating transformational leaders with the *LSI-S* and *LSI-S Trainer's Guidelines*.

### Transforming Leadership



The need: leaders who can effectively manage both the strategic and the human side of business, who inspire cooperation and creativity in reaching shared goals. The *Leadership Skills Inventory* helped you identify your strengths as a leader—now *Transforming Leadership* will coach you to develop those skills to become a truly Transforming Leader.

*Transforming Leadership* will provide you with:

- An Opportunity and Challenge to Self-Examine
- A Renewed Sense of Purpose
- Clarity of your Foundational Beliefs
- A Broad Spectrum of Leadership Knowledge and Skills

*Transforming leaders* are made, not born. Start your journey to transforming leadership today.

*This product is also available in print in Swedish.*

***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*

### KnowMe™ Game



Get to know your co-workers and friends better in 3 hours than you normally would in 3 years!

This unique board game gives players the chance to choose the type of questions they answer—but the easier the question, the fewer the points. Questions can have you trading shoes with the person across from you, asking the group what they think of your smile, or describing your relationship with your mother. You never know what the next question will be . . .

**Use it to:**

- Integrate Teams
- Manage Change
- Turn Diversity into Strength
- Improve Communication

Create an atmosphere of trust among players and have fun getting to *KnowMe!*™

## Product Descriptions

### Online Assessments



**Online Assessments**—Have your clients complete their assessments online and email you the results! The results are automatically calculated and the corresponding style *In-Depth* description is displayed.

At the time of printing, the following foreign language assessments are available online:

- French *Personal Style Indicator*
- French *Sales Style Indicator*
- German *Personal Style Indicator*
- German *Sales Style Indicator*

### Languages



**We speak your language**—*nous parlons dans votre langue*  
*Wir sprechen Ihre Sprache*—*se habla su lengua*

Each language is important. Clients and employees use the tools more effectively in their natural language than in English. Visit our website often to see the new assessments and tools as we translate them. Currently we offer English, French, German, Spanish, Dutch, and Japanese. More assessments are in the process of being translated, as are their support tools.

### Complete Trainer's Resources



Do you use many of CRG's resources with your clients? Why reinvent the wheel? CRG have presented each of their tools many times and are now offering you their professional insights and training tips.

The *Complete Trainer's Resources* is all of the *Guidelines* in one package!

The *Guidelines* are the essential tools for presenting and using any of CRG's assessments. Each set of *Guidelines* provides presentation options and outlines for administering each of the different tools. Presentation options range from basic to advanced. Engage your participants with examples and exercises specific to each tool. Pair the *Guidelines* with the *CRG Models* for a full, professional presentation.

You have three options:

- Print-Based Version
- CD-ROM with PDFs of the *Guidelines*
- Both Print-Based and CD-ROM

Leverage CRG's expertise to create your own powerful presentations for your clients.

## Product Descriptions

# TeamLead



The catch phrase in the business world of the 21st century is “Teamwork.” 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:

- 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

#### 1 Complete Facilitator’s 20 Module Print-Based Version

Includes additional support information for leading the *TeamLead* program:

- a Suggestions for preparing your presentation
- b Module Objectives
- c Module Outline and Schedule
- d Trainer’s Instructions

#### 2 Facilitator’s CD-ROM

#### 3 Facilitator’s Combo (Binder and CD-ROM)

#### 4 Complete Participant’s 20 Module Print-Based Version

Includes all 20 *TeamLead* Modules as well as 7 assessments and 2 corresponding *In-Depth Interpretations*

#### 5 Overview of TeamLead for Participants

- a Introduction of the 20 module *TeamLead* program
- b Characteristics of High Performance Teams
- c How *TeamLead* helps build High Performance Teams
- d List of Recommended Reading
- e High Performance Team Decision Log—where the team’s progress can be charted

### TeamLead Modules

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

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



# The *Silent* Success Factor

by Ken Keis

It affects every aspect of our lives, yet few people will talk about it. If you have it, you are more likely to succeed. If you lack it, you will struggle. What is it? Self-worth. Self-worth is defined as the way you think and feel about yourself. It is the part of your personality that determines personal value and importance. Deeply seated within you, it strongly influences your attitudes and behaviors, ultimately determining your success or failure.

When self-worth is low, people have little or no energy to think, feel, and do. They lack the motivation to participate in life.

Here is an example from my own life. Over 16 years ago (prior to meeting my wife Brenda), I was engaged to a girl from Australia. After spending almost a year in my area, she returned home to plan for our wedding. Two months later, she contacted me with a “Dear John” phone call.

**... People with high self-worth believe their personal efforts will make a difference wherever they become involved...**

My self-worth hit the lowest point I could remember. Almost in a full depression, I did not eat and lost 15 pounds in 30 days. I went from being

the Number One sales performer for our company to the poorest producer—in less than 60 days. My skills and abilities did not change, only my level of self-worth. My low self-worth negatively impacted everything.

High self-worth creates the opposite results. People with high self-worth believe their personal efforts will make a difference wherever they become involved. This high self-worth results in a confidence that increases their success.

Recent research shows that our self-worth levels are always fluctuating and being re-established every day. I suspect even Donald Trump had a couple



of low self-worth days after his bankruptcy. And research reports that experiencing success produces more success and higher levels of self-worth. That's why in sales training, they say the best time for a person to sell something is right after he or she has just sold something.

Developed over time, self-worth is determined by positive and negative events that occur within our families, work settings, relationships with others, and our relationships with ourselves. I was very successful in my work, but in the environment of my family life growing up, I endured a daily dose of criticism. Carrying that low self-worth into my adult life, I became critical of myself—until I recognized it for the destructive behavior it was and altered it! That attitude adjustment helped me increase my self-worth in essential areas.



**... Helping people increase their self-worth can increase their productivity and their desire to contribute...**

One way to establish your awareness of your self-worth and then initiate change is to complete an assessment such as the *Self-Worth Inventory (SWI)*.

Marcia Richardson has used the *Self-Worth Inventory* with clients. She strongly believes in the benefits it provides. "The *SWI* led us into discussions concerning self-image, how we downplay our contributions, tendencies to focus on the negative, or even how we are conditioned in our lives to be modest and not to brag. This assessment has been extremely useful in helping our clients overcome these negative conditionings."

As you can see, the potential impact of the *SWI* with participants is significant. The *SWI* provides proven, practical ways for individuals to start from within and change the way they think and feel about themselves.

I want to mention that in some individuals, low self-worth can be biologically generated. Based on your diet and blood chemistry, you could have depression or low self-worth based on a biological condition—not a mental or emotional condition. As you look toward increasing your confidence and self-worth levels, please remember they can also be affected by physiological factors.

Self-worth is a key factor to success. If you don't have strong self-worth, you may not feel you deserve success and therefore you sabotage your attempts to succeed. As a coach or employer, understanding your client's

level of self-worth will help you understand the individual better and provide you and the client with

a map for moving forward. You may have a client or employee who seems lazy and unmotivated, yet the root of the problem is low self-worth. Helping people increase their self-worth can increase their productivity and their desire to contribute, thus benefiting everyone around them.

Include the *SWI* as part of your awareness program. The best thing you can do for your clients is to help them build their self-worth. The benefits are far-reaching and long-lasting.

**There are a number of things you can do to increase your self-worth.**

- Learn more about who you really are, to clarify what you need from others and the way you react in different situations. When needs are consistently met, self-worth goes up.
- Develop respect for yourself. Limit or eliminate negative relationships with individuals who mistreat you. Discontinue behaviors that make you feel guilty or ashamed.
- Forgive yourself for past mistakes and failures. Forgiveness releases you from strong feelings of bitterness and hate that act like poisons within us. Everyone makes mistakes. It is simply a matter of learning from them, correcting what we can, and moving forward.
- Identify and build on unused strengths. Knowing that you can do something well and *doing it* is a great confidence-booster. ■

## SELF-WORTH INVENTORY

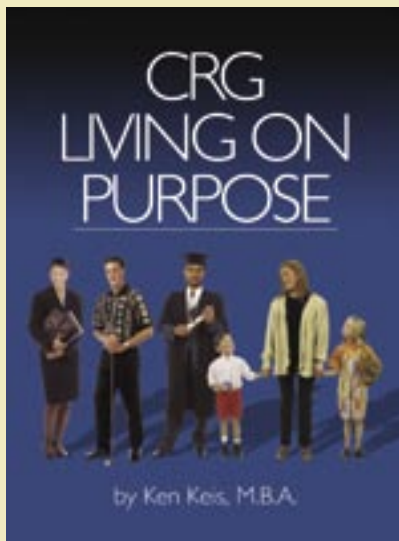
Start from within . . . change the way you think and feel about yourself!



Call CRG at **604.852.0566**  
see page 20 for more details

# CRG e-zines Online Newsletters

## Living on Purpose e-zine



### ***Did you know that only 10% of the population feels passionate and on purpose in their lives?***

Did you know that over 75% of individuals dislike their career, with feelings that range from mild irritation to loathing? Those statistics are not OK!

Our purpose is to help others find their purpose. That's why we created this newsletter—to share with you facts, tips, strategies, and secrets so you can experience the fulfillment of realizing your full emotional, mental, interpersonal, spiritual, and physical potential.

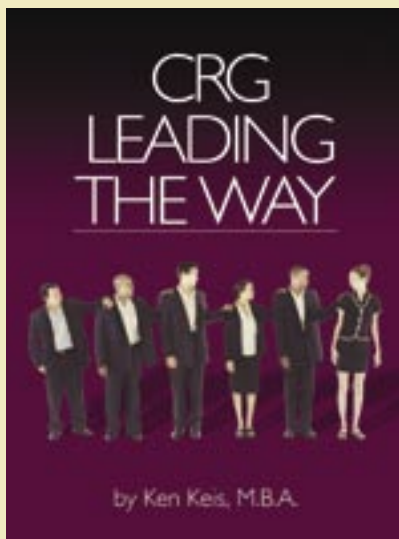
- Learn how you can be passionate and successful in your life and teach others to do the same.
- Understand and recognize ALL the pieces that make up your life so that you, too, can make easy shifts and choices to dramatically increase your enjoyment in life.
- Discover how you can know, without a doubt, that what you're doing every day is utilizing your very best skills, talents, and gifts.

What you learn from this **FREE e-zine** can help you increase your opportunities at work, change the way bosses and peers treat you, improve your relationships, and help you achieve what you want and deserve in life.

If only one person improves or changes his or her life as a result of this bi-weekly e-zine, we have fulfilled our purpose.

**Subscribe online today.**  
[www.crgleader.com/ezine/](http://www.crgleader.com/ezine/)

## Leading the Way e-zine



### ***This newsletter for professionals will help you learn more about CRG's tools and resources and how to implement them in your organization or business.***

Every month we bring you new findings, strategies, case studies, and announcements on how our assessments can increase your personal and organizational success. We also let you know about new developments at CRG and our upcoming events.

This newsletter is a chance for those using the CRG tools with their clients to provide feedback on what works for them and provide suggestions for others wanting to accomplish the same results.

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

**To subscribe, visit us online.**  
[www.crgleader.com/ezine/](http://www.crgleader.com/ezine/)

# CRG Online Resources

**Supporting you as you use CRG's assessments and resources is our priority. Our website—[www.crgleader.com](http://www.crgleader.com)—has many services and resources to support you as you use the tools with your clients.**

## Online Assessments

- Have your clients complete their assessments online and email you the results! The results are automatically calculated and the corresponding in-depth style description is displayed. For a full understanding of all personality types, a copy of the *In-Depth Interpretations* for each style tool is available for purchase in print format. All CRG's assessments are available online.
- Purchase access codes for online assessments and transfer them to your clients' Personal Lockers.

## Store

- Need some assessments for an upcoming training? Visit our website to purchase any of CRG's online or print-based assessments and resources. All products in this publication can be purchased online.

## E-zines

- Subscribe to CRG's ezines, *Living on Purpose* and *Leading the Way*. Also view archived articles and newsletters.

## Personal Lockers

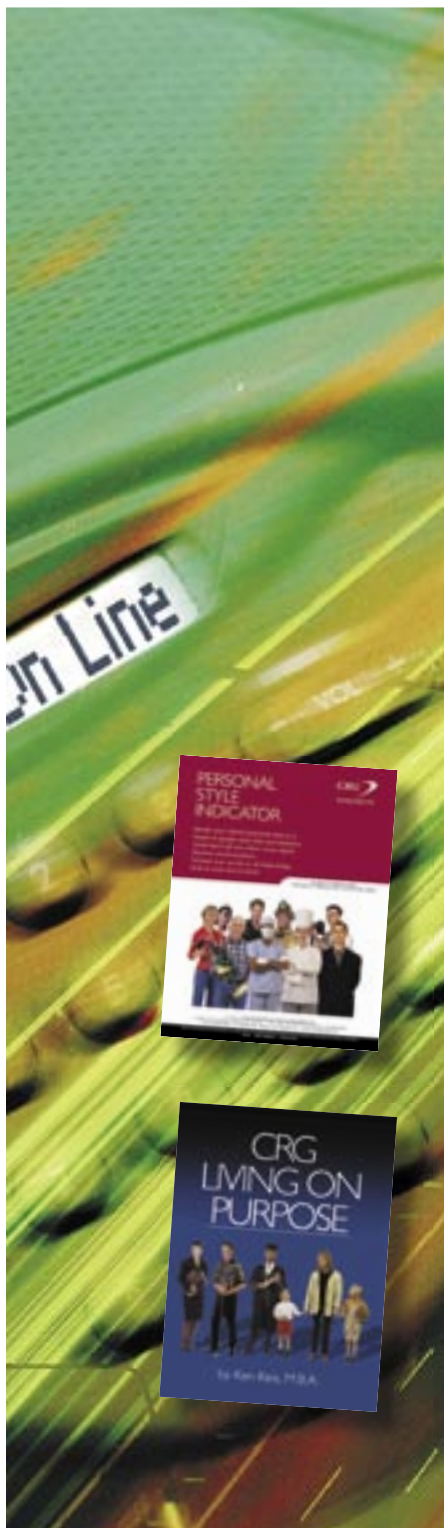
- Store results for your completed online assessments.
- View your assessments in progress.
- Input scores for assessments that were completed manually, so you have all your information in one place—accessible from anywhere.
- Change your profile information.
- Store access codes for online assessments to be used later or transferred to clients.

## Associate and Affiliate Information and Partner Areas

- Earn residual income as you use CRG's resources with your clients. Learn more about CRG's *Associate* and *Affiliate* programs. Sign up to take part and monitor your commissions as they accumulate.

Other areas include: Frequently Asked Questions (FAQs), Testimonials, CRG's History, the CRG Team, Authors, Affiliations, and online support.

**Find solutions and support at [www.crgleader.com](http://www.crgleader.com) as you use CRG's tools with your clients.**





# CRG Affiliate Program

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



**C**RG's Affiliate program is a professionally designed reward system for individuals, non-profit organizations, in-house corporate trainers, HR professionals, and anyone using or promoting CRG's tools. As an Affiliate, you will be rewarded not only for your referral efforts—you will receive a percentage on your own purchases.

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 e-zine. When a person uses that link to purchase any products on the site, he or she is permanently "linked" to you; you receive Affiliate and referral fees on anything that person buys—now and in the future.

#### **You will receive:**

- 10% of the purchase amount on direct purchases made by you and your referrals, and
- 5% on purchases made through Tier-Two Affiliates.

That's right—you will benefit from the people your referrals bring to CRG!

Many organizations use the Affiliate program to raise funds, improve the bottom line, and/or reduce training costs while helping other organizations, clients, and/or friends with great assessments, resources, and transformational experiences!

Become an Affiliate and earn residual income while helping your clients, friends, and family realize their potential.

**Sign up: [www.crgleader.com/affiliates/](http://www.crgleader.com/affiliates/)**

# CRG Licensed Associate Program



*There is not a doubt in my mind that CRG tools are by far the best in the industry and will transform lives and relationships.*

Anne Bercht, President,  
Passionate Life Seminars, Author

*If you or anyone you know wanted to find themselves, I would tell them to start their journey at CRG and use their assessments because they will give you the roadmap for the rest of their journey.*

Aileen de la Torre  
Industrial Engineer

**To find out more about the Associate program, email [info@crgleader.com](mailto:info@crgleader.com) or visit our website. [www.crgleader.com/vip/](http://www.crgleader.com/vip/)**

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

**T**he *Associate Program* is our way of partnering and working with professionals from around the world.

There are many exclusive benefits to being part of the ***CRG Licensed Associate Family***.

- Immediate access to a wholesale discount on CRG's entire line of print and online products
- Volume bonus plan for ***Associates*** only. As your business grows, your bonuses grow.
- Exclusive peer-to-peer referral program, where you earn a permanent 10% referral fee for every new Associate you bring to CRG. This includes all purchases for as long as you remain an active ***CRG Associate***.
- Higher ***Affiliate*** reward percentages, reserved only for Associates
- Access to a select group of professionals to network and support one another
- Increased credibility with your client group through your relationship with CRG and its extensive, quality resources
- Access to a leverageable and residual revenue model (and online infrastructure), with no additional investment
- Ability to earn additional and significant revenue

In addition, you will walk through our renowned CRG assessments, models, and support resources in our exclusive ***Train-the-Trainer*** workshop, a 3-day event of learning, fun, information, and eye-opening activities.

As CRG grows, we receive more and more requests for services and products from around the globe. We want our global clients to be supported locally by our Licensed Associates. We refer our leads and contacts **ONLY** to our network of ***Licensed Associates***.

To become a ***CRG Licensed Associate***, you must be a re-marketer of 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.

If you qualify, we encourage you to join this special group of professionals and individuals—***CRG Licensed Associates***. You will instantly expand your market and revenue opportunities with our online and print-based assessment tools and our learning solutions for individuals, corporations, non-profit agencies, organizations, and more.



# CRG Corporate Locker Program



**Offer your own private online assessment center with instant access to results—without waiting for an email!**

With a **Corporate Locker**, you can have clients and/or employees complete online assessments, then view each one's results right away. All of CRG's assessments can be stored in the **Corporate Locker**—from the *Personal Style Indicator (PSI)*, to the *Learning Style Indicator (LSI)*, to the *Job Style Indicator (JSI)*. The potential applications of the **Corporate Locker** for administrators are endless.

- Coaches can track their clients' results in the **Corporate Locker** and use the assessments as a common language for discussions.
- Employers can review assessment results from their employees or job applicants.
- Career centers can manage applicant assessment information, such as the *PSI* and *JSI*.
- HR departments can administer the *Job Style Indicator*, *Entrepreneurial Style and Success Indicator*, or *Learning Style Indicator* to employees to better match roles, responsibilities, and training—and have the results in one place.

Clients will enter their own **Personal Locker** through your **Corporate Locker** link (with your permission only). Their **Locker** will have assessments assigned by your **Corporate Locker** administrator. Only these assessments will be viewed by the company; all other information is private. The participant can choose to share previous assessments with the company—or keep them private.

As an administrator, you determine how much of the **Corporate Locker** each client can access. When you sign in, you will be taken to a summary page that provides statistics about the site and shows whether anyone is waiting to be granted access to your **Corporate Locker**. You can sort your clients into different groups that address your specific needs. Click on one of the names; you will be shown which assessments the person has completed as well as to which groups the person belongs.

Viewing assessment results and assigning access codes are simple steps that will help you manage your clients' information. You can even choose how you want to view the full results.

Co-branding level one is included with your **Corporate Locker**. This means your company logo will show up on the top of CRG's website, replacing the photo images that normally appear there. You also have the option to place any of CRG's product images or banners on your site and direct the link or image to almost any page on the CRG site. Whenever your client clicks one of your CRG links to our resources, your logo will greet them throughout the entire CRG site.

Your **Corporate Locker** is further personalized with your Latest News and contact information. The News section is your chance to communicate information to your clients, while the "Contact Us" link provides your information—not CRG's.

Note: A set-up fee and monthly subscription apply.

**Manage all your clients' assessments in one, easy-to-use system. Contact CRG for details and set up your Corporate Locker today.**

## CRG Co-Branding Program

### **Have your logo and message appear on CRG's website.**

**W**hy? It adds credibility to your relationship with CRG in the eyes of your clients, demonstrates your professional partnership by co-branding CRG's website with your logo, and serves as a personal message from you to your clients.

Your clients, leads, and colleagues will immediately know of your formal relationship with CRG when they click to take an assessment. In the advanced levels of co-branding, you will craft a unique message to your clients about how and why you have chosen CRG resources to help improve their lives—which again adds value to your relationship with them.

### **What does Co-Branding offer you and your company?**

- Your clients still see your company's name when they complete an online assessment.
- You can have your own text on CRG's website greet your clients when they take an assessment.
- Clients can be returned to your website once they finish their assessment.
- You may add links to your website for specific CRG pages.
- All traffic to CRG's website is tracked for your *Affiliate/Associate* commissions.
- Any time you send your *Affiliate/Associate* link, they see your logo on CRG's website.

### **Co-Branding Options Available**

On the web: the ability to have your logo, image, copy—even your website's header and footer—appear on a special CRG Welcome Page for your group. This is your text and banner on CRG's site.

Linking allows live product images and links to appear on your website to take your clients directly to CRG's assessments.

Don't have a website? No problem! You can place a link in your e-mail that will bring up your personal message on CRG's website.

CRG has custom software and templates that make co-branding simple and effective. We are committed to honoring referred relationships. We want to help you grow and increase your credibility with your clients, as you continue to support us in our growth.

Formalize your relationship with CRG with the level of co-branding that best suits your needs.

**Contact the CRG office for more details on the various levels and how to implement them today in your business.**

## CRG Private-Label and Custom Resources

### **Add credibility and formalize your relationship with CRG through private-label assessments.**

**F**or you as a marketer of CRG's products to your clients, this is a must! Many HR and training departments enjoy the added advantage of including their corporate information on CRG's print resources—for added credibility and visual appeal.

Your logo can be placed on the front cover of CRG's print-based assessments and workbooks, with your contact information on the back cover. This keeps your name before your clients and participants. With our digital presses, this is easily done—and gives you the option of short-run just-in-time printing.

There is a one-time set-up fee to have your logo and information produced by a graphic artist and added to CRG assessments and resources. Once this has been completed, a minor print-run fee applies when you order your private-label resources.

Go one step further—have CRG customize a workbook or program with/for you, developed specifically for your clients or organization. We will insert, change, revise, or co-create curricula that reflect your models, culture, and content—using the CRG workbooks as a template and starting point.

There is a design fee, based on each specific project. Call for a free quote. Once your artwork is completed, CRG will print your customized workbooks/programs for you.

**Contact CRG for details on how you can add to your image and credibility and build your partnership with CRG.**

# 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		■										




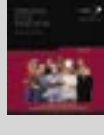





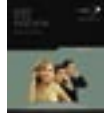




















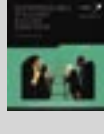
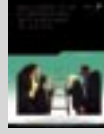

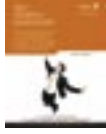

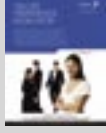



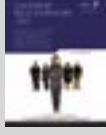


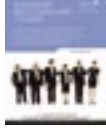


## KEY

- 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)

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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
Personal Style Indicator (PSI)	 page 7	 page 8	 page 9	 page 9	 page 9  page 10	page 10	 page 7
Sales Style Indicator (SSI)	 page 22		 page 23	 page 23	 page 23	page 10	 page 22
Job Style Indicator (JSI)	 page 8	 page 8	 page 9				
Quick Style Indicator (QSI)	 page 8	 page 8		 page 9	 page 9  page 10	page 10	 page 7
Learning Style Indicator (LSI)	 page 11		 page 15	Coming Soon	Coming Soon	page 10	 page 11
Instructional Style Indicator (ISI)	 page 14		 page 15	Coming Soon	Coming Soon	page 10	 page 14
Entrepreneurial Style and Success Indicator (ESSI)	 page 16	 page 17	 page 17	 page 17	 page 17	page 10	 page 16
Self-Worth Indicator (SWI)	 page 20		 page 21				
Values Preference Indicator (VPI)	 page 20		 page 21				
Stress Indicator and Health Planner (SIHP)	 page 20		 page 21				
Leadership Skills Inventory –Self (LSI-S)	 page 26		 page 27		 page 27		
Leadership Skills Inventory –Others (LSI-O)	 page 26		 page 27		 page 27		



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