



International School
for Consultants

iWAM Masterclass

Work Motivational Profiling: Professional Certification Program

Join a Niche market of
World class consultants taking
Metaprograms to business...

The iWAM Masterclass will upskill you with:

- A profound coaching process - where you will have the means to know your clients at an unconscious level, see their coaching issues instantly, the keys to building mastery and use their patterns as the basis of HOW to coach them
- Practised skills to predict person job fit in a role and learn the secrets to effective selection
- A methodology for reliably and rapidly identifying the keys to performance and satisfaction in a role
- Adapting your metaprogram knowledge for use in mediation and conflict management
- Skills to recognise and build personal mastery in your clients
- Skills to instantly read someone's thinking styles to predict their behaviour, communicate on the same wavelength and motivate and influence

What could you gain personally from this MasterClass?

- Learn the 48 patterns that make up your unique personality fingerprint
- Understand what will create passion & energy in your work
- Understand your unique prescription for job fit
- Gain insight into how you're creating your current results
- Understand what key development areas will bring breakthroughs in your results
- Practice breakthrough exercises
- Leave with a Masterplan for moving forward



“ I thoroughly enjoyed the training and can see the endless possibilities for application of the iWAM for my client base. So much so that within two weeks of completing the course I was able to get a full return on my investment securing iWAM related work that covered the course and tool set up costs! I can't remember a time when I have ever been able to achieve such a fast return from any course I have completed! It is also bringing a whole new level of awareness for my clients and helping them to achieve their outcomes even faster.

Belinda Cohen, LLB - Director Inspired reality.

“ I have found that the first critical question that each client has been asking after approximately 60 minutes of discussion with me about iWAM and its applications to their business is.... "Where do we go from here?" And in every case the "next step" I have recommended to them has led to fee paying business for me with the promise of more substantial opportunities down the track as iWAM is rolled out through their organisation. To date I have achieved a 100% conversion ratio of client take-up and trialling and it is still early days yet.

**Brian Clark, Managing Director Marketing Consultants Associated Pty Ltd
iWAM Certified, Melbourne.**

“ If you think you are just here to learn about a profiling tool, think again. This course offers you the keys to connection, influence, results, motivation, and life!

Anneli Blundell, Director Beyond Coaching



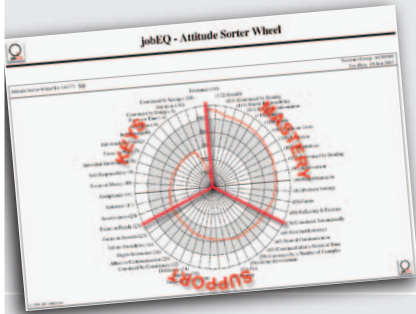
EQ at Work

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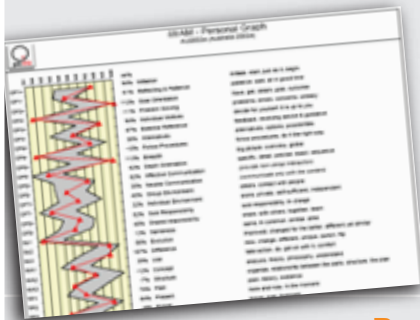
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Motivational Profiling



The Attitude Sorter Wheel

This is one of the 8 individual iWAM reports. This report prioritises your deepest motivations revealing your Excellence (Mastery patterns), Unconscious Competence (Support patterns) and Unconscious Incompetence (Keys to breakthrough patterns)



Personal Motivation Graph

Compare your scores to the national working population

What thinking styles are needed for excellence in a role?

Click a button to statistically T-Test the difference in thinking patterns between the iWAM results of the high and low performers in a specific role. Then compare & profile rank the team or job applicants to these patterns. This is an e.g of a team compared to a critical identified pattern of Goal Orientation

The remarkable 21st century instrument based on 48 unconscious metaprograms driving your attitudes, motivation, passion and performance at work.

The iWAM (Inventory for Work Attitude & Motivation)

The Inventory for Work Attitude & Motivation (iWAM) is a groundbreaking instrument, rigorously tested through academic research and corporate settings and found to offer a high level of reliability and validity ($r = 0.89$).

iWAM measures 48 thinking styles or metaprograms in the context of work. It is an online, easy-to use and administer questionnaire which provides an objective way to measure an Individual's or team's motivational patterns, evidenced in specific attitudes and behaviours in the workplace.



The iWAM instrument is used in 21 countries worldwide and is available in 14 languages. Currently over 68 Companies in Australia and New Zealand are utilising the iWAM technology in selection, coaching, team building, succession planning, career development, talent management, outplacement and leadership development.



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OPTION 1: Motivational Profiling Certification only

Includes 3 day training / Manual
Early Bird: One month prior to Training
\$200 discount

\$2,595.00

OPTION 2: iWAM Business Start Up Package

3 Day Certification

CUG (your WAM online) **\$90.00**

Marketing Materials (including PPTs) **\$400.00**

Personalized CUG **\$250.00**

Three 1.5hr credits - resale **\$750.00**

\$5,025.00

Start Up Package \$3,585.00
(Saving \$1,400.00) +GST

NOW UPDATED
see iWAM Urunga Retreat Brochure

The 3 day program is an interactive and practical program designed to provide participants with the confidence, knowledge, and skills to use the iWAM as part of a variety of HR and consulting activities. The program includes a coaching and mentoring focus on the communication skills and self insight of the participants themselves. A strong emphasis of the program is on Marketing strategies.

Specific content includes:

- Experiential exploration of the 48 motivational patterns and understanding your own areas of excellence, conscious competence and unconscious incompetence
- Understanding the NLP and Psychological basis of metaprograms and their manifestation as the drivers to behaviour
- The Link Between iWAM and current popular theories of Motivation
- iWAM Test Design: Statistics, Standard Groups, & Culture
- Introduction and experience in using the iWAM Reports: Individual, Paired and Team Reports
- Skill building exercises in interpreting and delivering high level debriefs using the iWAM instrument. Incorporating NLP processes to identify and promote motivational change
- Introduction to Modelling and replicating expertise using the iWAM instrument and stats package (this is an optional further program for interested consultants)
- Designing your business plan to incorporate iWAM
- Marketing and selling iWAM to your clients
- Managing the iWAM HR Desktop and Report production

The iWAM Master Class Team



A Behavioural Scientist and an Entrepreneur, Marilyn has woven the iWAM Master class training with the magic of NLP, the practical focus of a Consultant who has built a successful business from scratch and the scientific and statistical reliability needed to gain the respect

of the Business community.

Marilyn's is an accomplished trainer with a dynamic and facilitative approach. Her focus in trainings is to evolve the 'person' as well as the 'professional'.

Dr Marilyn Powell, PhD

M.App.Sc., BN, Dip. Ed,
Cert. Workplace Trainer IV,
Trainer & Master Practitioner NLP, Cert. Trainer iWAM
CEO of EQ at Work Australasia
Email: dr.powell@eqatwork.com.au



Anneli is a vivacious and talented presenter, coach and consultant qualified internationally as a Trainer in both the iWAM instrument and the LAB Language and Behaviour tools. Her training style is buoyant, inclusive

and thorough.

Managing her own successful consulting company, Anneli works with behavioural change, motivational mapping, profiling, communication training and coaching.

Anneli Blundell

B.Bus., Cert IV Life Coaching, Cert. Result Coach NLP, Certi iWAM Trainer, Cert. LAB Profile Trainer, Cert. Coach ICF, Managing Director Beyond Coaching
Email: anneli@beyondcoaching.com.au



Administration and Support

Leanne Imbro - E.A
Leanne's warm and efficient manner will ensure you're your preparation for the

Masterclass will run smoothly & enjoyably.

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Further Contact Details

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