

Insight Principles in Business

The Advanced Program



In sight n

Penetrating mental vision or discernment;

Immediate and clear understanding

(as seeing the solution to a problem or the means to reaching a goal)

that takes place without recourse to overt trial-and-error behavior

Prin-ci-ple n

a comprehensive and fundamental law, doctrine, or assumption

*a primary source: origin
an underlying faculty or endowment*

Our lives were profoundly changed by our understanding of the three principles as discovered and articulated by Sydney Banks. We call these insight principles, a revolutionary understanding that explains and clarifies what it is to be human.

15 years ago, we saw a gaping need for this knowledge in business, and the rest, as they say, is history. With an understanding of insight principles, our clients have produced remarkable business results¹ by learning how to optimize the most powerful and yet underutilized resource on the planet - the human mind. This shift in understanding catapulted the growth of our consulting business, based on word of mouth.

Although our business continues to experience strong growth, our vision - to see an understanding of insight principles become commonplace in the business world - is beyond what we can achieve alone. We are therefore pleased to offer an advanced program to help others learn and utilize this understanding in business.

Program Intent And Benefits

The intent of the program is to enable you to effectively consult and/or coach in the business world from an understanding of insight principles. The nine-month program is experiential in nature, so you will not only be able to learn, but apply your understanding in real time. As a result, we expect that you will generate enough business to return your investment in the program.

Specifically, the program is designed to:

- Enhance your grounding in insight principles (the science of the human operating system)
- Explain how to talk to people in the business world about this understanding, in your own way

¹ For specific examples please visit our website at <http://www.insightprinciples.com/results.php>)



- Help you identify and /or expand a vision for working in business, in your own way
- Show you how to work with prospective clients to identify, design, and execute projects and programs that produce outstanding business results and grow your relationships
- Provide opportunities for you to practice and implement the above with our help (group and one-on-one)
- Connect you with a cohort of like-minded people, creating your own insight principles-based business network

Who Qualifies For The Program

This program is targeted at someone who already has some understanding of the principles, wants to add to their understanding and skill-base, and has become increasingly interested in the role/impact of the human dimension in business. This might include a professional who is considering moving from the classical consulting/coaching world to one that recognizes and uses an understanding of insight principles, or someone who wants to enter this field for the first time. We are happy to engage in a mutually exploratory conversation to help you determine whether this is the right program for you.

Program Components - An Overview

- Pre-assessment interview to understand your background and professional goals
- Nine-month program ensures deep grounding and opportunity to practice in the real world
- Cohort size of 12-15 professionals
- Four three and a half-day live workshops in the Boston area with cohort members from around the globe
- Personalized one-on-one coaching from Insight Principles mentors who will help you establish your program goals and milestones, deepen your grounding, track your learning progress and support implementation of what you learn.
- Regular webinars to reinforce and continue learning



Program Components - Details

Personalized Coaching and Webinars

In addition to the workshops described below, participants will engage in regular (typically biweekly) one-on-one coaching calls and/or webinars for the duration of the program. These calls and webinars will solidify and reinforce workshop learning, and allow participants time to reflect on personal goals and individual learning objectives.

Live Workshop #1 (Boston)

Together with your cohort, we will explore insight principles as deeply as we can. Topics will include:

- A deeper understanding of the power of insight principles in business
- How insight principles can shift corporate culture
- Exploring the intersection of the vertical dimension (one's grounding with insight principles) with the horizontal dimension (client engagement) in business
- Deepening your grounding in the vertical dimension (insight principles)
- Next steps for growing your business

Live Workshop #2 (Boston)

We begin to shift the focus toward understanding how the science of the human operating system intersects with the corporate/consulting world. We will discuss:

- Getting to the heart of what clients really need
- Establishing deep and respectful rapport with clients
- Adapting your language and approach to the client and the culture
- Personal grounding and client relationships
- Personal grounding and the sales process
- Personal grounding and the delivery of services
- Continual innovation with clients



Live Workshop #3 (Boston)

We will focus on the specific application of understanding the principles to the business environment. Topics will include:

- More discussion on identifying and engaging business clients
- Creating a plan based on the client's culture, needs, language, and style
- Partnering with the client's wisdom
- Translating an understanding of insight principles to the clients' challenges
- The importance of robust and relevant follow up
- Monitoring clients' progress and providing timely intervention
- Additional special topics as needed, e.g., more on working with groups, HR groups, senior executives, detractors, spirituality and the corporate world

Live Workshop #4 (Boston)

The culmination of the program, this workshop presents an opportunity for each participant to present his/her practicum experience. Participants will share final reflections and assist one another with future planning.

The above curriculum may be refined based on the needs and desires of program participants.

Fee

The tuition for the program including all workshops, individual coaching, and webinars is \$25,000 (twenty-five thousand) due in two payments (at the start and mid-way through the 9 months). This does not include transportation, meals, or lodging expenses but covers any materials, supplies (books, videos, etc.) that are required.

Timing & Faculty

The program will start early February, 2014. Let us know if you need the specific dates. Enrollment discussions will start in October 2013. December will be dedicated to establishing participant goals and finalizing the



program's set-up.

For details on our core faculty, please check out our website at <http://www.insightprinciples.com/company.php>. We will be joined by various business executives and individuals from the principles community, based on specific participant needs.

For More Information

Interested? Need more information? Please contact us at info@insightprinciples.com

Thank you.

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