

PROFESSIONAL MASTERY & ASSESSMENTS CERTIFICATION



EQUIPPING OUR WORLD TO LIVE, LEAD, AND WORK ON PURPOSE!



**PERSONAL
STYLE INDICATOR**



**ENTREPRENEURIAL
STYLE & SUCCESS INDICATOR**



**LEARNING
STYLE INDICATOR**



**INSTRUCTIONAL
STYLE INDICATOR**



**SALES STYLE
INDICATOR**



**LEADERSHIP SKILLS
INVENTORY-SELF**



LSI 360°



**VALUES
PREFERENCE INDICATOR**



**STRESS INDICATOR
AND HEALTH PLANNER**



**JOB STYLE
INDICATOR**



**MANAGER'S
JOB STYLE INDICATOR**



**JOB STYLE INDICATOR
COMPATIBILITY REPORT**



**SELF-WORTH
INVENTORY**

*I found the **Professional Mastery & Assessments Certification** extremely insightful, practical, and empowering. I completely resonate with the dimensions and especially the focus on the blends of dimensions—how they drive a person's behavior. When people understand one another better, it leads to improved relationships. The CRG assessments are so much better than MBTI.*

Shawna Medley, MA
Senior Counselor, Trinity Western University

Learn Why More Than 80% of Professionals Switch to CRG Once They Have Experienced Our Tools and Training

Have you ever wondered why . . .

- Less than 10% of the population is living **on purpose**?
- Only 8% of new entrepreneurial ventures make it to year 10?
- 75% of employees feel that there is a lack of leadership skills within their organization?
- 80% of employees are disengaged from their work responsibilities?

Founded in 1979, CRG discovered gaps—even misrepresentations—in many of the assessments offered in the marketplace. CRG decided to address these concerns in our design.

CRG's framework for design:

- Self-scoring and self-interpretation permitted;
- Honor the participant in the design;
- User-friendly and easy to understand;
- Reliable research;
- Does not require certification to implement;
- Use a multi-theory approach to design;
- Includes a holistic model for development.

Unfortunately, many flawed assessments are still in use today. When you compare our model and resources to others in the marketplace, you'll find we are unique in the Industry. If you think we are similar, the differences will be clear after you've attended our Certification workshop.

CRG coined the phrase "we give psychology away for the benefit of the learner." The response to our pioneering approach has been so positive that CRG expanded to create a comprehensive system of assessments, online courses and support materials containing over 4 million words of content.

I soon realized there is more than one tool to use to accomplish your goals. The set of tools presented in the **CRG's PMA Certification** is Awesome and so easy to understand.

Bev Asmann
Blueberry First Nations

*A few years back, a Fortune 100 company asked CRG to deploy a communications program nationally to several thousand participants. At first we agreed to the project. Then we discovered that the decision-makers wanted us to use one of the flawed style assessments. At the risk of losing a large six-figure contract, we refused to conduct the program unless the **Personal Style Indicator** replaced the other assessment. The client agreed to swap out the style assessment and later thanked us for our commitment to our core values of operating with integrity. **We want you to experience "The CRG Difference."***



PERSONAL STYLE INDICATOR

Our Assessments are available in 13 plus languages and are in active use in over 30 countries.

Here's how we approach assessments.

- CRG assessments teach people how to fish. We don't create a co-dependent relationship with participants. Many other assessments have little value without a debrief from a certified consultant.
- Our assessments complement one another, thus enabling fast-tracked, holistic development.
- CRG assessments yield results that make it easy for participants to act instantly, intentionally, and independently.
- Participants don't want to take tests. They prefer communications tools that provide them with a path toward living, leading, and working on purpose. We provide the means for people to achieve their goals.
- CRG redefines the stereotypical definition of extroversion and introversion and provides a new framework for describing behaviors and performance.

These are the most meaningful assessments I have had in my life. They help me improve my business potential and my personal life. I highly recommend attending the **CRG's PMA Certification** to everyone—whether they already know or don't know about themselves.

Tommy Kwok
Terra Uber Investment Co. Limited
Hong Kong



Developing the Whole Person Holistically is Critical to Long-Term Success

CRG created the **Personality Development Factors Model** as a framework to the holistic development of others. Over 4 decades ago, CRG recognized that no single measurement or assessment could or should capture the totality of any person.

To address and honor the complexity of the human condition, CRG has produced and fine-tuned its proprietary assessment system over the past 45 years. The system provides individuals and professionals with a family of congruently designed solutions. We address the conflict, chaos, and confusion that occurs when organizations or individuals use resources from multiple sources.

CRG is best known for its breakthrough design for measuring style with our **Personal Style Indicator** but we realized we could not stop at the concept of style. CRG has created assessments and supportive online courses, to measure stress and health practices, self-worth levels, core values, entrepreneurial success factors, leadership skills, learning and instructional styles, sales, job fit, plus others.

We will cover all these issues and more during the **Professional Mastery & Assessments Certification**.

We look forward to having you join us for an exciting journey and enlightening Certification.

Personality Development Factors Model



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The **PMA Certification** is an experience in personal growth—a breakthrough to get you focused on living **on purpose**. It is also a business development process. Not only did I thoroughly enjoy the three days and the relationships I have created, I would recommend this program to anyone. It can add substantial value to your life and business.

Brad Tonini, Tonini Group Australia
Past President, National Speakers Association of Australia

I have completed the **CRG PMA Certification**. It exceeded my expectations in terms of tools, content, data, binders, and books and made me feel confident in my plan to leverage CRG into a business model in Mexico.

Eduardo Manuel Zavala Jimenez
Relacionate Y Vende
Cancun, MX

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

Who Should Attend?

CRG's **Professional Mastery & Assessments Certification** is for internal and external professional developers. Attendees include, but are not limited to, career developers, coaches, trainers, consultants, speakers, HR and organizational development professionals, educators, leaders, pastors, mentors, relationship counselors, wellness professionals, business owners and many more.

CRG offers a professional referral fee. International publishers, national seminar companies, joint-venture marketing firms, network marketing groups, professional associations, not-for-profit organizations, and others also to leverage our solutions to serve their constituents and networks.

Who is the Target Audience?

CRG resources are used with individuals age 15 (sometimes younger) and up—from middle school to the boardroom and everyone in between. For example, CRG resources are currently in use with at-risk youth to reintegrate them into society and in the executive suites of Fortune 500 companies.

CRG solutions apply, whether you are a frontline staff member or CEO of a multibillion-dollar organization. The range and flexibility of CRG resources make them the exclusive choice of organizations desiring a seamless and congruent message throughout their development practices and organizational culture.

Some Resources are Available in Multiple Languages



FRENCH



SPANISH



DUTCH



JAPANESE



VIETNAMESE



SWEDISH



GERMAN



CHINESE



ARABIC



INDONESIAN



DANISH



THAILAND

If you are interested in translating for CRG or in becoming a language partner, please contact us.

Examples of Applications

There are no limits to the applications for CRG resources. Use your imagination; tell us your needs. Here are a few examples of how our resources are being applied to get results for our clients.

- Hiring and Recruiting Strategies
- Career Development and Planning
- Change Management
- Executive Coaching
- Personal/Professional **Purpose**
- Entrepreneurship
- Leadership Development
- Job/Role Compatibility
- Sales Coaching and Performance
- Succession Planning
- Retaining Talent
- Team-Building
- Relationship Coaching
- Interpersonal Communications
- Supervisory Effectiveness
- Wellness Programs
- Academic/Student Success Processes
- Outplacement/Search Firms
- Customer Service
- Organizational Development
- Personnel Development Systems
- Parenting
- Workplace Training
- Mental Health

Unlimited Methods for Implementing CRG Solutions

CRG's e-courses, assessments and resources can be used in these methodologies. Here are a few ideas about how people are implementing CRG resources.

- Workshops (Virtual & In-Person)
- Online Assessments
- e-Learning Courses
- e-Books
- Experiential Training
- One-on-One Coaching
- Webinars
- Podcast Audio
- Podcast Video
- Home-Study Courses
- Educational Curriculum/Courses
- Virtual Coaching
- Board Games
- Computer Games
- Case Studies
- Group Coaching
- Audio Programs
- TV/Radio Programs
- Books
- Articles
- Downloads
- Keynote Presentations
- And many more!

CRG's Professional Mastery & Assessments Certification (PMAC)

CONTENT

- Learn how to assess individuals using CRG's Readiness and Willingness Model™ to understand why people succeed and fail.
- Discover the one attribute all individuals must have to successfully interact with others.
- Understand the core reasons why over 80% of professionals permanently switch to CRG resources from alternatives such as DiSC, MBTI, True Colors, and others.
- Comprehend the distinct advantage of CRG's Personal Style Model™.
- Understand why most definitions of Extroversion and Introversion are destructive to performance and how CRG has addressed many of the industry's and society's misconceptions on this topic.
- Learn a quick method to determine a person's potential style pattern and enjoy an introduction to Why Aren't You More Like Me?™.
- Apply CRG's steps to build credibility of translating, suspending and style-shifting.
- Enjoy hands-on practice with CRG assessments and Personal Style models.

- Ascertain how to increase staff and individual performance by using CRG's job-style compatibility system.
- Appreciate how different Selling Styles affect buying behaviors and results and an introduction to Why Don't You Sell The Way That I Buy?™
- Learn how to assess a person's entrepreneurial style and his or her entrepreneurial success factors compared to 4000 successful entrepreneurs.
- Recognize the significance of understanding Instructional and Learning Styles and check out Why Don't You Teach The Way That I Learn?™.
- Help others discover and live their **purpose** through CRG's **Quest for Purpose** discovery process.
- Determine stress and wellness levels in five specific categories.
- Learn a method to determine actual values versus perceived values.

- Study CRG's comprehensive Transforming Leadership Model™ including CRG's Leadership Skills -Self & LSI 360° assessment.
- Use CRG's exclusive situational self-worth model to confirm and improve self-worth levels.
- Discover proven methods and applications for implementing CRG's resources including practice case studies.
- Learn about the powerful process and how to use the **Team Values Indicator**.
- Find out about CRG's exceptional business and professional resources and how they can support you to achieve your goals and objectives.
- Develop your perfect customer/employee/partner criteria list.
- Determine how you can leverage CRG's intellectual content and program development to provide solutions for your constituents and clients.
- Share your objectives and plans for you and our organization during our live **monthly coaching zoom calls**.
- Complete the **Business Development Game Plan** videos and worksheets for the full application of your certification to your specific situation.

Special Note to Participants

This certification has a significant amount of content which is to be completed in 12 months. **We are asking for your 100% commitment to complete the required courses, assessments and activities within that time.**

You must complete all online assessments and courses with a **passing grade**. Missing any segment or section of the program will void your certification and Associate Status.

If you need more time than 12 months to complete your certification your window can be extended (3 months) for a fee of \$500.

Note: This outline is for information purposes only and may be subject to change or adjustment without notice to participants.

CRG PMAC

REGISTER NOW!



CRG CERTIFICATION

DATE: **1 Year To Complete**

LOCATION: Online Courses
and monthly Zoom
Coaching Calls

We found PMAC rewarding and fun! We have benefited from using CRG resources in numerous applications. Also, thank you for all the new ideas on marketing and integration of CRG solutions into our existing programs. Great content! We're glad we participated.

Lars-Ragnar and Katrina Hellsten

Owners

ISF Forlag Publishing and Training
Sweden



Master Yourself. Transform Others!

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Abbotsford, BC V2T 6Z7

Phone: 604.852.0566

www.crgleader.com
info@crgleader.com

Registration

4 Easy Ways to Register

for the CRG's Professional Mastery & Assessments Certification

- 1. Web:** Register and pay online at www.crgleader.com
- 2. Phone:** Call Monday to Friday, 9:00 AM to 4:00 PM, Pacific Time, or leave a detailed message on our 24/7 voicemail system: 604 852-0566.
- 3. Email:** Forward all your details, including method of payment, to info@crgleader.com.
- 4. Mail:** Complete the registration form and mail it with payment.

Canada: CRG, PO Box 418 Main,
Abbotsford, BC V2T 6Z7

PARTICIPATION INFORMATION

NAME _____ COMPANY _____

STREET _____

CITY _____ PROVINCE/STATE _____ POSTAL/ZIP CODE _____

PHONE NUMBER _____

EMAIL ADDRESS _____

Method of Payment VISA MASTERCARD CHECK

NAME (as shown on card) _____

CARD NUMBER _____

EXPIRY DATE _____

SIGNATURE (as shown on card) _____

Registration Fee for PMAC

\$2997 plus material shipping costs (Canadians add 5% GST)

Large Group Discount 10-24

When 10 or more register from the same organization, a 10% discount applies. Please contact CRG office to facilitate.

Large Group Discounts 25+

If you are an organization with 25 or more participants CRG will provide a 25% discount for all registrations. The full program and monthly live coaching sessions are included.

Etransfer payments possible for Canadians. Your transaction has to be handled off grid so contact the CRG office for more details.

Alumni Re-Audit Registration

\$1997 plus taxes if applicable
Many individuals who have attended PMAC like to re-attend as a refresher and learn about the latest updates and new resources at CRG.

Registration and Fees

The enrolment fee includes registration, program materials, online assessments and ecourses valued at over \$10,000.00. Prices are subject to change without notice. The fee is payable in advance and is required before deployment of all the online resources or shipping of the books to your location.

In-House Virtual or In-Person Certification Workshops

If you wish to host your own private PMAC workshop, CRG can conduct a virtual session or travel to your location. A package price of \$30,000 USD is your investment. Conducted by our senior facilitator, the workshop includes \$1200.00 worth of materials per participant for up to 20 attendees. There is an additional materials & shipping fee for each attendees over the 20 which are included in this package. Please call us for more details.

No Refund Policy

Once registered there are no cash refunds for any reason.

12 Month Payment Term Option

CRG does offer a 12 month **\$297** per month (plus shipping and taxes) payment option to participate in **PMAC**. Please note this is none cancelable for any reason once registered.

30 Day Satisfaction Guarantee

A satisfaction guarantee is available if you have completed at least 2 online courses and 2 assessments within 30 days. Minus a \$250 admin fee. All digital products will be deleted or removed from your account and proof of deletion of all digital downloads is required.