The Cultural Change Company

Be the Best Version of You

Aligning vision and mission for a better future

Introduction

'Be the Best Version of You' is a model of identity growth which is based upon cutting edge research into the success factors that have generated successful strategic outcomes in organisations. The course is inspired by research studies into organisations across the world who have demonstrated outstanding results. Throughout this course you will explore the methodology of '**Success Factor Modelling'** to understand how to model critical success factors and embed these into your organisation's performance culture. Together we will explore the art of: *"Aligning vision and mission of key stakeholders for a better future"*.

'Be the Best Version of You' provides you with a distilled version of SFM welded to classic NLP techniques such as Time Line Projection, Rapport Building and Identity Construction. It will also integrate classic MBA strategic planning tools, such as scenario planning and environmental planning. This dynamic and intriguing three day course is highly experiential and participative. It will fully engage participants at the level of their personal, group and organisational identity.

Tomorrow you set out to meet the best version of you

'Be the Best Version of You' provides what we believe is the most powerful methodology available today for aligning the goals and aspirations of individuals with those of the organisation. We will show you how to build mental models of the critical aspects of your desired organisational self and anchor them in highly resourceful emotional states that you can bring to full experience whenever you need them. We will introduce you to personal and group development strategies that will help you manage any limiting beliefs that may hinder to you and your organisation from becoming the best version of yourselves possible.

Who Is This Course For?

This course is ideal for executives who are seeking to engage their stakeholders behind their vision and mission. This course is also perfect for service leaders seeking to revitalise their teams; managers and HR professionals in ambitious organisations keen to get the best from their people and who want to discover cutting edge stakeholder engagement methods currently evolving at the University of California and sweeping through Silicon Valley and being pioneered in companies such as Apple.

Create Fast Generative Change That Sticks

'Be the Best Version of You' will show how to create the conditions that support engagement processes at the level of the individual and of the group through the four stages of generative identity change:

1. Preparation for an excellent future
2. Shifting state of mind from limiting beliefs to enabling beliefs
3. Transformation of perceived possibilities
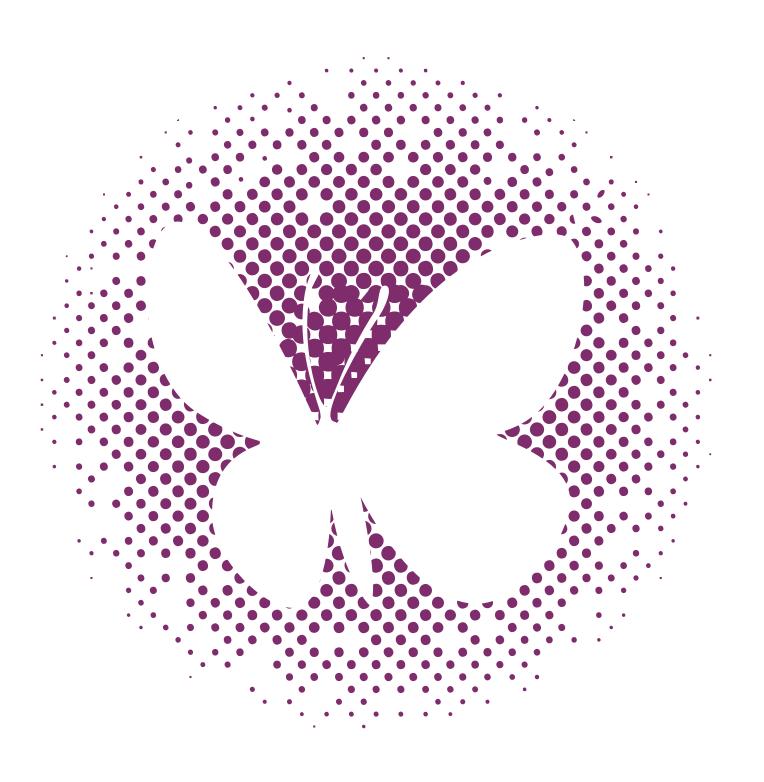4. Integration of new constructed identities into ordinary reality.

You will learn strategies for helping yourself and others be more centred, grounded, aligned and connected with all of your stakeholders.

Your Principal Trainer
Dr David Potter

Your principal trainer will be Dr David Potter, who holds both an MBA and a PhD in Organisational Change.

David is also a Master NLP Practitioner and Trainer; he learned his craft with Robert Dilts, one of the founders of the global NLP movement at the University of California, Santa Cruz. David will work with participants throughout the course as their 'self-belief coach' to enable them to build the best version of themselves.

'Be the Best Version of You' is a very practical course that aims to align the vision and mission of key stakeholders for a better future. This course initially involves any sample of critical stakeholders you choose and, through time, can be extended to involve as comprehensive a stakeholder sample as circumstances permit. At the end of the course you will have an identity orientated road map for strategic change that will be fully co-authored by your key stakeholders and this provides a powerful force for motivational change.