

# CIVILITY EXPERTS INC.

*Worldwide*

## Social Architecture: Elite Training for Civility Professionals

### **Mastermind Development Sessions for Elite Civility Trainers**

“These intensive events offer opportunities to learn success secrets and best practices that can significantly impact your ability to be successful in your business. I will personally be sharing some of my top brand-building secrets and work with you to overcome some of the biggest challenges facing practitioners in the civility and etiquette training field today. My commitment is to give you at least \$5,000 in value in the two days we’ll be together. I hope you’ll join us”.

- Lew Bayer, President, Civility Experts Worldwide

#### **Who should attend?**

- Civility Experts Worldwide Affiliates
- In Good Company Academy Franchisees
- Consultants just starting out as Civility or Etiquette Trainers
- Human Resources personnel and/or Workplace Trainers who teach respect, social intelligence or communication in their workplace
- Entrepreneurs who work in training the training field

*Remember that 80% of success is showing up. Take a chance, meet the challenge. Engage, Interact, and then Implement what you learn.*

# REGISTER NOW!



#### **MAXIMUM OF 15 PEOPLE ACCEPTED**

FEE is only \$799US per 1-day event for Civility Experts Affiliates and \$1599 US for non-affiliates. This is Elite level training to help you grow your business!

You will leave with \$1000s of dollars' worth of new knowledge, consulting strategies, and tools you can use right now to be successful and make more money (meals and materials included).

# How Will You Benefit?

<b>Session #1</b>  You're Sitting on a Goldmine - Leveraging your existing Intellectual Property	<b>Session #2</b>  Collaboration as Currency in the New World of Work	<b>Session #3</b>  Nothing "soft" about it-the secret to securing corporate civility training revenue	<b>Session #4</b>  Money, Money, Money!
<p><b>You will learn:</b></p> <ul style="list-style-type: none"> <li>• how to leverage your existing intellectual property into saleable products and services</li> <li>• what to sell and what to giveaway and why</li> <li>• why you should be more focused on selling social capital than books</li> <li>• what real "currency" is on the speaker's stage of the future</li> <li>• how to assess your personal brand and build your adaptive capacity</li> </ul>	<p><b>You will learn:</b></p> <ul style="list-style-type: none"> <li>• what collaboration really means and how this relates to civility</li> <li>• how employing collaboration best practices in your own business can dramatically increase your revenue</li> <li>• three important collaboration strategies you can employ right now to grow your business</li> <li>• how to tap into the fastest growing training niche that organizations need</li> <li>• secrets of successful collaborators</li> </ul>	<p><b>You will learn:</b></p> <ul style="list-style-type: none"> <li>• how to elevate your profile from "trainer" to expert and increase your fees accordingly</li> <li>• how a competency-based approach to selling civility training can potentially double your revenue</li> <li>• about the ground-breaking Civility Competency Matrix Tool and how to use it</li> <li>• how to assess work-place civility training needs and civility competencies</li> <li>• how you can incorporate competency training into your offerings</li> </ul>	<p><b>You will learn:</b></p> <ul style="list-style-type: none"> <li>• signs that your current business plan may not be working</li> <li>• how to anticipate trends and adapt the way you work and think</li> <li>• new ideas (and proven approaches) for building your training business</li> <li>• how, and when, to add entirely new revenue stream to your business</li> <li>• how to use a "profit plan" to help you make business decisions</li> </ul>
<p><b>Just a hint at what you will take home:</b></p> <ul style="list-style-type: none"> <li>• A Top Three Trends Analysis – that you can customize to build your business.</li> <li>• A "LIP" Development Plan</li> <li>• Insights from other professionals like you – stories, ideas, tips and tools</li> <li>• Tips from a surprise guest speaker.</li> </ul>	<p><b>Just a hint at what you will take home:</b></p> <ul style="list-style-type: none"> <li>• Collaborator's Toolkit</li> <li>• Insights from other professionals like you – stories, ideas, tips and tools</li> <li>• Tips from a surprise guest speaker</li> <li>• Sample "sell" sheets to help you market your new collaboration training.</li> </ul>	<p><b>Just a hint at what you will take home:</b></p> <ul style="list-style-type: none"> <li>• The Civility Competency Matrix Trainer's Guide</li> <li>• Insights from other professionals like you – stories, ideas, tips and tools</li> <li>• Tips from a surprise guest speaker.</li> </ul>	<p><b>Just a hint at what you will take home:</b></p> <ul style="list-style-type: none"> <li>• Insights from other professionals like you – stories, ideas, tips and tools</li> <li>• Tips from a surprise guest speaker.</li> <li>• Books and tools you can use immediately.</li> <li>• A proven "Profit Plan" template.</li> <li>• A shortlist of Revenue Stream ideas and strategies.</li> </ul>

## Session #1 – You’re Sitting on a Goldmine

**SEPTEMBER 23, 2018, Winnipeg, Manitoba Canada**

According to Lew Bayer, President and CEO of multi-national training company Civility Experts Worldwide and recognized leader in her field, the vast majority of speakers are sitting on opportunities and underutilizing business-building assets that they don’t even know they have. Success in the “business of speaking” is about fully understanding what you’re selling. It’s about valuation, and about changing how you think. By adopting a few of Lew’s proven success strategies, you can boost your personal confidence, build your professional reputation, elevate your brand, and make more money!

## Session #2 - Collaboration as Currency

**SEPTEMBER 24, 2018 Winnipeg, Manitoba, Canada**

As you may have experienced in your own work, it's not enough to be nice, or to just get along with people. Amidst four generations, up to 20 different cultures, gender and experiential differences, you have to figure out how to connect in meaningful way. And in the workplace, “meaningful” means valuable. What’s your value? How do you measure the value of others? And how do you build value? As an entrepreneur specializing in civility training solutions, you have a unique opportunity to build collaboration – in your own business and for others. And you can significantly increase your credibility, the impact of your training, and your profits. Attend this Maverick Masterclass session and learn how collaboration is currency.

## Session #3 - Nothing “soft” about it – the Hard Facts About Civility as a Core Competence

**NOVEMBER 16, 2018, Winnipeg, Manitoba Canada**

What is the number one challenges civility trainers face in building their business? I’ll tell you – it’s helping employers, community leaders, and even parents understand that the ability to be civil is not something fuzzy, or “soft”. It’s clarifying for people that social skills are neither easy, nor natural for many people, and charisma can only get you so far. Mastering the “skill” component of social skills is the answer. And now, Civility Experts Worldwide has devised a proven tool that can help you move beyond “soft” skills training and start teaching employers and others the hard, measurable competency aspects of civility. You’ll learn about the Competency Matrix and how to use it and other competency-related training, assessments and approaches to build your business.

## Session #4 - Money, Money, Money

**NOVEMBER 17, 2018, Winnipeg, Manitoba, Canada**

While it is true that civility is its own reward, owning a civility training business can be both fulfilling and financially rewarding – you just need to learn how to turn your passion and conviction into profits and compensation. Civility training is a niche area of expertise and so some of the typical approaches to building business just don’t work – but there are many options for revenue streams that do work. Join the leading experts in the field at this Civility Masterclass to meet some surprise guest speakers who will share their success stories and best practices. We are sure you will take away new ideas and strategies to increase your wealth and growth potential today.

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**NOTE: if you wish to sign up for more than one Mastermind event, please submit a separate form for each event.**

I am a Civility Experts affiliate \_\_\_\_\_yes \_\_\_\_\_ no

I am an In Good Company franchises \_\_\_\_\_yes \_\_\_\_\_no

Masterclass	Date & Location	Fee	Will Attend
#1 <i>You're Sitting on a Goldmine</i>	<b>September 23, 2018</b> Winnipeg, Manitoba	\$799.00 for affiliates \$1499.00 for non-affiliates	
#2 <i>Collaboration as Currency</i>	<b>September 24, 2018</b> Winnipeg, Manitoba	\$799.00 for affiliates \$1499.00 for non-affiliates	
#3 <i>Nothing "Soft" About It!</i>	<b>November 16, 2018</b> Winnipeg, Manitoba	\$799.00 for affiliates \$1499.00 for non-affiliates	
#4 <i>Money, Money, Money</i>	<b>November 17, 2018</b> Winnipeg, Manitoba	\$799.00 for affiliates \$1499.00 for non-affiliates	

Please indicate any dietary preferences

**First Name** \_\_\_\_\_ **Last Name** \_\_\_\_\_

**E-mail** \_\_\_\_\_ **Cell Phone** \_\_\_\_\_

**Phone Number (with area code)** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State/Province** \_\_\_\_\_

**Zip/Postal Code** \_\_\_\_\_ **Country** \_\_\_\_\_

**Top Goal when Attending THE MASTERMIND:** \_\_\_\_\_

**Method of Payment:**  Paypal  Credit Card (type of card ) \_\_\_\_\_

**Name on Credit Card:** \_\_\_\_\_

**Card Number** \_\_\_\_\_ **Expiry Date** \_\_\_\_\_

**Three-Digit Number** \_\_\_\_\_ **Zip/Postal Code** \_\_\_\_\_