



Persona GLOBAL® Winter International Conference



January 25th - February 4th, 2017

Casa Madrona

818 Bridgeway

Sausalito, California, 94965 U.S.A

Persona GLOBAL Headquarters

767 Bridgeway 3B

Sausalito, California, 94965 U.S.A

CONFERENCE AGENDA



Color Accounting®



Direct Leadership™



Emotional Capability Profile



FreeRunner



Management Puzzle



Organizational Alignment Survey™



Storytelling for Sales™



The Persuasive Communicator™



ValueView™

*If you are interested in other programs which are not listed
or becoming certified at a different time,
please contact Sandra Herriot at sandra@personaglobal.com for other arrangement.*



Capitalize on the winds of change!

PRELIMINARY CONFERENCE AGENDA


Wednesday, January 25th, 2017

FACILITATOR	TIME	PRE-CONFERENCE WORKSHOP
  Mark Schenk	9:00am - 5:00pm	 Storytelling for Sales (STS) Workshop

Thursday, January 26th, 2017

FACILITATOR	TIME	PRE-CONFERENCE CERTIFICATION
  Mark Schenk	9:00am - 6:00pm	 Storytelling for Sales (STS) Certification

Friday, January 27th, 2017

FACILITATOR	TIME	PRE-CONFERENCE WORKSHOP
  Mark Robilliard	9:00am - 5:00pm	 Color Accounting® Workshop
	6:30pm - 9:30pm	Welcome Reception Hosted by <i>Persona</i> GLOBAL® <i>Persona</i> Global Headquarters



Two coffee breaks and lunch hosted by *Persona* GLOBAL each day



PRELIMINARY CONFERENCE AGENDA

Conference Days

Saturday, January 28th, 2017

PRESENTER	TIME	SPEAKER PRESENTATIONS	
  <p>Sandra Herriot</p>	9:00am - 9:30am		PG Opening Remarks
  <p>Roger Addison Ph.D.</p>	9:30am - 11:00am		Keynote Presentation <i>Roger is a past president of the International Society For Performance Improvement (ISPI) and past Chair of the Board for the International Federation of Training and Development Organisations (IFTDO).</i>
	11:00am - 11:15am		Coffee Break
  <p>Mark Schenk</p>	11:15am - 12:45pm		Storytelling for Sales (STS) Presentation <i>We've cracked the code of storytelling in sales situations. Storytelling for Sales™ helps close the gap between the average and the star sales performers by imparting fundamental skills needed to operate effectively within any sales process.</i>
	12:45pm - 2:15pm		Lunch: Hosted by Persona GLOBAL®
  <p>Robert Reinfuss</p>	2:15pm - 3:45pm		ValueView™ Presentation <i>A method that uses a survey to continuously measure the value of tasks and processes within an organization, supported by a dedicated IT system.</i>
	3:45pm - 4:00pm		Coffee Break
  <p>Dr. János Serényi</p>	4:00pm - 5:30pm		FreeRunner <i>An unparalleled, entertaining experience for the participants of the training and coaching practitioners. Thanks to the interactive simulation and its stress level measuring tool, you can learn to deal - without business risk - with situations that cause discomfort on a conscious level and make your reactions adequate, thus getting rid of the tension accompanying verbosity.</i>
			Dinner: Hosted by Persona GLOBAL®

PRELIMINARY CONFERENCE AGENDA


Conference Days

Sunday, January 29th, 2017









PRESENTER	TIME	SPEAKER PRESENTATIONS	
  <p>Doug Kirkpatrick</p>	9:00am - 9:45am		Keynote Presentation
  <p>Mark Robilliard</p>	9:45am - 11:15am		Color Accounting® Presentation <i>A revolutionary way of teaching accounting as a foundation for financial literacy and business acumen. It uses a patented diagram and hands-on props to show graphically and interactively how business works, in just a few hours.</i>
	11:15am - 11:30am		Coffee Break
  <p>Karin Zastrow</p>	11:30am - 1:00pm		Direct Leadership™ (DL) Presentation <i>A workshop and a material that teaches the DELIVERABLES of direct and everyday leadership. Direct Leadership™ defined as the multi-faceted value proposition that leaders must “produce” on a day-to-day in his/her interaction with direct reports. Book author of <u>Direct Leadership</u>.</i>
	1:00pm - 2:15pm		Lunch: Hosted by Persona GLOBAL®
  <p>Cheryl Wright</p>	2:15pm - 3:45pm		Emotional Capability Presentation <i>Emotional Capability is the Key Differentiator between Average Performance and Superior Performance. Many people rely on their experience, skills and technical knowledge to reach an expected level of performance. However, the key to achieving current and future success above expectation lies in enhancing a person's emotional capability.</i>
	3:45pm - 4:00pm		Coffee Break
  <p>Jon Gornstein</p>	4:00pm - 5:30pm		Connecting The Dots Including Case Study <i>Bringing understanding to the portfolio of programs that is offered in the Persona GLOBAL network. Ever wonder how to use the surveys with a workshop? How do you bundle programs effectively? Which programs can you bundle? How to bring relevance, value and profit to your business by linking methodologies. Together, let's discuss what is possible.</i>

PRELIMINARY CONFERENCE AGENDA

Monday, January 30th, 2017

FACILITATOR	TIME	SIMULTANEOUS POST-CONFERENCE CERTIFICATION
  Mark Robilliard	9:00am - 6:00pm	 Color Accounting® Certification
  Karin Zastrow	9:00am - 6:00pm	 Direct Leadership™ (DL) Certification
  Cheryl Wright	9:00am - 6:00pm	 Emotional Capability Certification

Tuesday, January 31st, 2017

FACILITATOR	TIME	SIMULTANEOUS POST-CONFERENCE CERTIFICATION
  Jon Gornstein	9:00am - 6:00pm	 Organizational Alignment Survey (OAS) Certification
  Dr. János Serényi	9:00am - 6:00pm	 FreeRunner Certification
  Robert Reinfuss	9:00am - 6:00pm	 ValueView™ Certification



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PRELIMINARY CONFERENCE AGENDA

Tuesday, January 31st, 2017

FACILITATOR	TIME	POST-CONFERENCE CERTIFICATION
  Ildar F. Bogdanov	9:00am - 5:00pm	 Management Puzzle (MP) Certification

Wednesday & Thursday, February 1st-2nd, 2017

FACILITATOR	TIME	POST-CONFERENCE WORKSHOP
  Jon Gornstein	9:00am - 5:00pm	 The Persuasive Communicator™ (PC) Workshop

Friday & Saturday, February 3rd-4th, 2017

FACILITATOR	TIME	POST-CONFERENCE CERTIFICATION
  Jon Gornstein	9:00am - 6:00pm	 The Persuasive Communicator™ (PC) Certification



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