

# The Power of Image Shift

November 14, 15, 16, 2007 8:30am-5:00pm each day, Minneapolis, MN

**Register Now!** Full tuition \$ 725; \$650 if you pay in full by Nov. 2, 2007

"The symbolic, expressive facets of organizational life are at the heart of inspired leadership" (Bolman and Deal, 1995 pg. 39).

**Astute leaders, managers, consultants, facilitators, trainers and educators understand the power of symbols.** They know how to consciously work with the role of symbols. We cannot control the behavior of others. However, we can learn to create the environments, context and processes to facilitate purposeful, meaningful, creative productivity, transform morale, and establish interactive collegiality and commitment towards action.

One of the greatest contributions to the fields of individual and organizational change is work related to shifting internal images or "mental models". The images we hold are the basis for making decisions and choosing actions as individuals and as organizations.

This course covers applications of image theory and many ways to use image to enhance your role as a leader of your groups. With this basis, you will understand the underpinnings of all the Technology of Participation (ToP)<sup>®</sup> methods for providing opportunity every one's input, the Kaleidoscope Design<sup>™</sup> method for more powerful interventions, and how your facilitation approach and session design shapes the group's images and behavior.

## You Will Learn:

- The paradigm shifting role and power of image as it shapes human behavior.
- How to shape and shift images to impact mindsets to change behavior.
- The role of image in shaping our inner teacher.
- How to inspire and motivate yourself and the groups you work with.
- To identify the symbolic messages of the methods and processes you use with groups.
- New ways of using image to help groups explore many types of information and go deeper together using several imagery methods..
- How to create meaningful visual aids and animate your facilitation with graphics.
- How to utilize a multi-sensory palette to appeal to all learning styles.
- How to utilize the ICA's Kaleidoscope Design<sup>™</sup> tool to craft creative events.
- How to use the ICA's session planning model, to hold the whole event as an image and meta-message.

## Learning Style:

Through the camaraderie of a learning community environment, you will be immersed in experiencing the methods you are learning, and deepen your understanding through group reflection. The course presents theory in a practical and participatory way that draws upon the multiple ways people learn best. You will sometimes work alone or in small groups to create solutions for a situations relevant to you.

## Who Should Attend:

All those who want to bring greater creativity and deeper insight to the individuals and groups they work with. This will include: leaders, managers, team leaders, those working with partners or external stakeholders, youth and community workers, educators, trainers, coaches, internal and external facilitators.

## Comments from past participants included:

"...a packed-full, exciting course that shows how to make events, meetings, courses and programs more effective, dramatic and memorable."  
"... provides powerful insights into image theory and its applications to facilitation and training."  
"...I give it high marks for being stimulating, involving and great value for the money."

**Course fee:** \$725 for 3 days of training and materials; \$650 if paid in full by Nov.2<sup>nd</sup>;  
Payable to MNTOP, Send to registrar Linda Alton, 3202 Harriot Ave S., Minneapolis Mn.55408  
(or you may charge it at 1-800-742-4032

**Trainers:** George Packard and Cheryl Kartes, both ToP<sup>®</sup> Mentor Trainers, CTF

**Registrar/ for More Information:** Cheryl Kartes, (612) 788 2107, [kartes@aol.com](mailto:kartes@aol.com)