



COACH PROGRAMME //

Are you looking to **step change** individual and team dynamics in a virtual world?

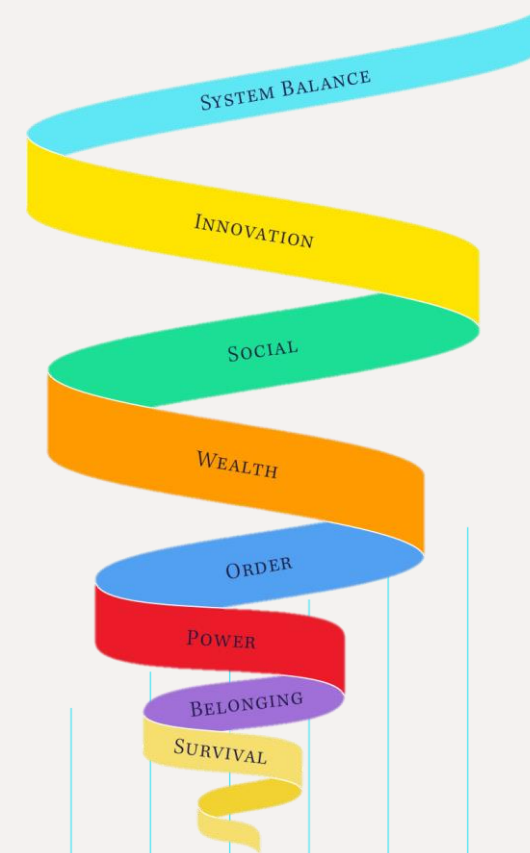
Unlock a completely new level of performance by leveraging a truly **developmental** values route map

Offer more precise coaching interventions that take your clients **further, faster**

Complete Values Profile

Training & Certification

Complete





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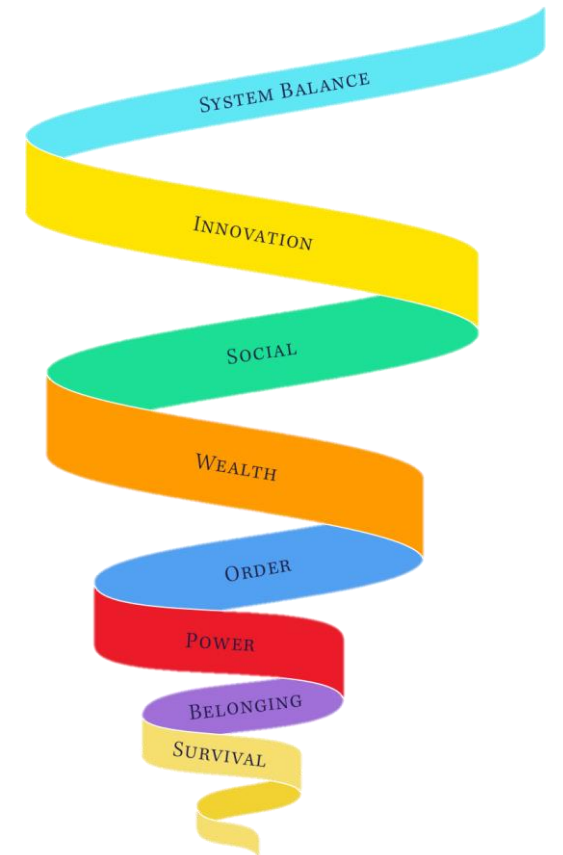
The Complete Values Certification Programme

The primary drivers of team dynamics and organisational culture are the collective values and beliefs of the people involved. And of these two, values tend to have a bigger impact than beliefs. Many of the tensions that occur in teams, and are mistakenly thought to be due to personality clashes, are actually the result of differences in value systems. Culture change often fails due to a lack of understanding of the current culture.

If you really want to improve team dynamics and change culture, then you need a robust scientifically grounded and data driven approach.

The **Complete Values Profile** precisely defines which value systems an individual leader, team, division or organisation operates from. It enables:

- **Leaders** to identify personal development to better suit the challenges they face and improve their cultural fit
- **Relationships** to be strengthened by leveraging the diversity of what people offer each other and framing how to accommodate each other
- **Teams** to play to strengths, plan to plug gaps and work their dynamics more effectively
- **Organisations** to measure and plan for successful culture change programmes and to plan different approaches to customer segments





What differentiates the Complete Values Profile from other assessments?

Our assessments are developmental not descriptive

Complete's assessments don't just describe a leader's type, personality or strengths – they define a leader's current **level of development** and what is required to unlock new levels of performance.

Using our assessments you can enable your clients to **develop vertically** and fundamentally change as a human being, rather than just add new skills or understand themselves whilst remaining at their current level. Developmental methodologies drive improved individual, team and organisational performance and help target development interventions.



DESCRIPTIVE ASSESSMENTS //

Most of the assessment industry still uses a descriptive approach, the commonest being a typology assessment such as Myers Briggs Type Indicator (MBTI). An alternative to typology are personality profiles or inventories like Hogan. These describe aspects of your personality based on the Big Five dimensions of personality. A third approach is to identify strengths, e.g. Gallup.

All descriptive methodologies are based on the mistaken belief that there is one type, personality profile or set of strengths that predicts success. They may generate a lot of information about a certain aspect of a leader, but they cannot deliver growth.



DEVELOPMENTAL ASSESSMENTS //

Years of academic research have shown that developmental assessment can define a leader's ability level and whether that matches the level of complexity of the job. Such assessments also identify what is the next level of capability needs to be unlocked, thereby instantly informing the development the leader needs to achieve in order to succeed.

Vertical development has been identified as the number one leadership trend over the next ten years. As a leader steps up to a new level new capabilities come 'online' that they could not have previously imagined.



Becoming a certified values profile coach

A multi-media, multi-channel interactive digital development experience with global colleagues.

The programme is ideal for people already working in leadership assessment and development, and who have some experience of using psychometrics.

JOINING

Before you start we'll review the requirements with you, so that we can make sure the programme is a good fit for you. We will then invite you to register and give you access to our Complete Certification site. This is the online learning platform through which the programme will be delivered.

MODULAR TRAINING AND CERTIFICATION

- Online learning modules including background reading, videos and support materials
- You get to experience the Complete Values Profile and one-to-one feedback yourself and you get to nominate up to two people to trial it so you can practise feedback
- We will host group review calls, so that you can ask questions and share learning
- Certify as you go with written tests for you to submit built into each module

MODULES

- Theoretical understanding of the evolutionary spiral
- Interpreting individual reports and group analysis
- Delivering developmental feedback to individuals and teams

ONCE CERTIFIED

Once certified you will be able to:

- Purchase Complete Values Profile assessments, individual reports and team analyses
- Generate revenue from selling assessments and delivering feedbacks to individuals and teams

We'll continue to support you by:

- Offering updates and upgrades to the products
- Inviting you to join our expanding global community of partners



Booking your place

Once you are a certified values profile coach, you will be able to generate significant revenue.

Programme launches 29 Sept 2021

We invite you to take part in our next programme

- Runs for 5 weeks, 1 hour each Wednesday, timing 16.00 BST
- Approx. 2/3 hours inclusive own pace study each week
- Weekly group call and assessment feedbacks

*As I build out my fledgling coaching business, the Values tool has been a really useful data point for a personal development journey. It's a snapshot of who you are and what value system is core to you today. However, the real value of it to me has been the chance to look forward and work on key development areas. There is no right or wrong answer - just the today answer and the beauty of the opportunity to explore being healthy at the point you are at now and to explore where you choose to develop next. **The combination of building awareness and shining a light for future development is to me the key differentiator with this tool.***

Elaine Thomas – former Global Head of People Solutions and Service Delivery for Refinitiv, executive coach

Certification fees

- **Fees for certification £996 inc vat**
- Includes all materials including: 1 values profile for participant and individual feedback, 2 in-course practice profiles and 2 free values profiles to use later
- **Return on investment**
- The Complete Values Profile retails for £275 per person
- You will be able to purchase Values Assessments from us for £150, **making you £125 per assessment with volume discounts also available**
- The usual fee for a Complete Values feedback session is £500/head, so your potential revenue is **£625 for every assessment sold**
- Recover your investment via 2 assessments with feedback
- **Team Values Profiles avail**
- To book, please contact **Katie Ledger** email Katie@complete-coherence.com