



Transitions and *Transformations*

Thriving in the
Midst of CHANGE

**Workshop
PREVIEW**



Ready2Go
MARKETING SOLUTIONS



Transitions and Transformations

Thriving in the Midst of Change

Workshop Preview





Congratulations! on embarking on a multifaceted marketing campaign that includes a Ready2Go Workshop®.

You now have at your disposal another product in the extensive suite of completely developed Ready2Go products that you brand as your own and easily implement to grow your business. We certainly hope that you use this product in conjunction with the full suite of communication products, as regular contact with your clients and prospects is the most effective strategy for growing your business.

The full suite of Ready2Go products includes **professionally written, scripted and designed:**

- Pre-written tweets
- Special reports
- Audio training programs
- Educational articles
- Success tips
- Inspirational video montages
- Speeches
- Teleseminars
- Workshops

When it comes to effective ways to gain exposure, and offer a valuable service to your prospects and clients, teleseminars are a sure fire strategy. They are hugely popular in the industry for a reason. They are a cost effective, convenient, and very efficient way to deliver value to your market.

While we hope that you are using this product in conjunction with the Ready2Go Marketing Solutions Bundle, this product alone is a great tool for growing your business. With your Ready2Go Teleseminar, you are implementing a powerful strategy for growing your business. And the great news is that the Ready2Go Teleseminar topics are completely developed and ready for you to implement. And they are relevant to most target markets, and easily customizable, saving you tons of time and effort. They are also designed to be educational, engaging and fun so that your attendees leave the call feeling that it was time well spent.

Let's get right to it. Workshops are one of the most effective ways to gain exposure and offer a valuable service to your prospects and clients, and an extremely powerful ingredient in your overall marketing recipe.

Plus, the Ready2Go Workshop® topics are relevant to most target markets, easily customizable, and specially designed to be educational, engaging and fun. Your workshop attendees will have strong takeaways of quality content, aha moments, and the overall feeling that it was time incredibly well spent.

A handwritten signature in black ink that reads 'Kim'.

Kim Clausen,
President
Ready2Go Marketing Solutions, Inc
Kim@Ready2GoMarketingSolutions.com

P.S. Please be sure to tell us about your experiences. We are excited to hear!

What You Get in Your Ready2Go Workshops® Package

With the Ready2Go Workshop® you get more than 120 pages of:

Fully developed workshop with,

- Agenda, workshop flow, all necessary content, instructions, and scripting.
- Workshop activities.

Facilitation instructions for conducting a successful workshop including,

- Knowing your role and moving past initial fears.
- Tips on how to lead a successful workshop.
- Connecting with the participants.
- Preparation for the workshop.
- Event preparation check list.

Marketing guide with recommendations on how to effectively market your workshop including,

- Logistics on how to coordinate a seamless and successful program.
- Professionally crafted promotional correspondence including,
 - 3 email invitation including a “reminder” email.
 - 1 follow-up email.
 - 3 relevant articles to send with your marketing letters.
 - 1 promotional flier.
- Marketing timeline.

Recommended contents for Participant Folder including,

- Welcome letter.
- Agenda.
- Handouts.
- Workshop evaluation.
- Post workshop homework.

Necessary forms for workshop day,

- Product order form.
- Newsletter sign up form.
- Complimentary session sign up form.

Follow-up plan which includes,

- Follow-up recommendations. email, post workshop homework and instructions for staying in touch.



About Ready2Go Marketing Solutions, Inc.[®]



About Ready2Go Marketing Solutions, Inc.®

Ready2Go Marketing Solutions, Inc. – Instant Information Products to Market Your Business

Ready2Go Marketing Solutions, Inc. provides small business owners with turn-key marketing products, so that they can spend less time marketing and more time growing their business.

Ready2Go Marketing Solutions, Inc. offers a suite of plug-n-play marketing solutions such as fully-developed workshops, teleseminars, speeches, audio training programs and special reports. These tools are ready-made for coaches, consultants, trainers and speakers to customize and brand as their own saving tons of time and effort.

By creating these completely developed products, we've eliminated the difficult and time-consuming task of content creation, so small businesses don't have to worry about marketing and selling. Instead they can now put their marketing on auto-pilot and focus on doing the work they truly enjoy.

Our products include everything small businesses need to deliver value added products to their clients and prospects. It's marketing made easy!

We Have Common Bonds

Like you, we are business owners and coaches who struggled with the lack of marketing materials to grow our own businesses. We were frustrated by the choices, the availability and the accessibility of quality marketing plans and materials that actually work.

So we did something about it. We went out and crafted marketing strategies that are highly effective, boldly innovative and dazzlingly creative.

We have professional marketers, training developers, copywriters, and speech writers who are poised to provide you with the highest quality products and services to grow your business with more than 50 years of training development, speaking and business development experience.

Our products are professional grade, developed by experts in the industry and are easy to follow and implement, **GUARANTEED**.

Plus, if you need that additional support to help you launch your Ready2Go marketing solution, we have trained coaches on staff to assist you.

For further assistance, contact us at support@ready2gomarketingsolutions.com or give us a call anytime.

Learning Outcome

By the end of the workshop, participants will be able to recognize what change is both outwardly and inwardly, and will be able to identify what must be done to successfully navigate the uncertainty of change. They will also be able to explain how the perceptions they hold around change affect their willingness to accept it, and they will realize the potential positive impact change can have on the growth and development of their lives.

Workshop Benefits

We experience change in large and small ways every single day. At certain points in life these changes can even be more intense than at other times. Yet even though we are continually thrown into the midst of change, our minds and hearts seem to yearn for stability and routine.

Participants in this workshop will gain a greater awareness for what change truly is, the most successful way of dealing with it, and how they can be more trusting in the process of change despite its inherent difficulties.

The benefits of this workshop include:

- Discover our natural reaction to change.
- Define change both externally and internally.
- Identify the impetus behind change.
- Recognize the fundamental difference between ‘change’ and ‘transition.’
- Connect the certainty of change to given life stages we encounter in our lives.
- Determine the mindset we have around change and our default methods of dealing with the ‘endings’ in our lives.
- Ascertain our current behavior towards change.

Read This First

Knowing Your Role

(page 1 of 2)

We believe that the key to a successful workshop rests with the ability of the facilitator to create a safe and comfortable space for all participants. As the facilitator, it is also your responsibility to ensure that participants have what they need to learn. This first means that you have done the necessary preparation work of knowing this workshop and having everything ready before it's delivered.

Second, it means approaching and delivering this workshop from the point of view of just being you. If you don't have much experience being a facilitator, don't worry. Just follow this instructor's guide, and you will be fine. And if you do make a mistake in the delivery of this workshop, don't worry about it. Remind yourself that all you are doing is giving it your best. Don't be afraid to try for fear of making a mistake or getting something wrong. One thing is for certain: if you never make a mistake, you're not doing anything.

In using this instructor's guide, don't forget to incorporate your own stories and experiences into it in order to stress the points you are trying to make. This guide is like a blueprint for building a house; it may tell you what the house is supposed to look like when it is finished, but it doesn't indicate how it should be decorated.

The artful design of this workshop, coupled with your personal facilitation of it, will result in a high degree of participant satisfaction. So remember to add your own personal style to it so that it comes across as yours.

Moving Past Initial Fears

You may be thinking, "Can I actually pull this workshop off? Can I really speak confidently about this topic in front of others for three hours? I'm not an expert; will participants ask me something I don't know?"

It is quite normal to have these concerns when confronted with having to deliver a training program. After all, most of our experiences in a classroom of any sort have pretty much been the same - there is a teacher at the front of the room going on and on with a lecture about the subject, while students, in neat rows, passively sit there and take notes.

This workshop is not designed like that. Instead, it has been developed based on the idea of being learner-centered. What this means is simple. You as the facilitator are not the center of attention, nor are you the sole dispenser of knowledge. In other words, learning happens as a result of your participants being allowed to do the work of learning for themselves. You can only really learn how to swim, for example, by swimming. Yes, an instructor may be there to help, but there really is no substitute for a person just diving in with their whole mind and body and experiencing a concept for themselves. There simply is no substitute for doing. This is how this workshop has been designed, rather than on conventional notions of what learning is.

Marketing Guide

Ready2Go Workshops® - Marketing Guide

(page 1 of 8 pages)

Outlined below are some guidelines for you to consider when planning a successful workshop:

1. **Set your date** - Start planning at least 6-8 weeks out. It takes time to find your location, coordinate the details, and implement your marketing plan for the highest attendance rate, so give yourself plenty of time to effectively prepare and market. Setting a date also locks in your commitment and will keep you in action toward hosting a successful workshop.
2. **Choose your location** - Ideally you want to find a location that is free or for a small fee. Community libraries often have rooms that can be rented for a small fee or for free. Community centers, recreation centers, and local churches also often have rooms for rent. Also contact your local Chamber of Commerce. They may have meeting rooms there or know of local businesses that do. If you are a networker and plan to do workshops on a regular basis, ask around at your networking club. Many businesses have meeting rooms that you can use if you just ask.
3. **Determine your price** – You know best based on your geographical area, your target market, and your experience level, what price to charge for your workshop. For a 3 hour workshop, prices can range from \$29 to \$99 or more. We do not recommend that you do the workshop for free if you are conducting it as part of your regular business. People will not value it if it is free and attendance will be much lower as people will sign up and then not show up. Remember, it is not about quantity. It is about quality, and getting the right people there. If you are unsure of what to charge, ask some friends or colleagues. Be sure to price your workshop based on the value that you are offering to your audience, not based on cost to cover your expenses.

But do not undervalue your services or the value of these workshops. If you undervalue them, your prospects will too. And remember, you can adjust fees as you do more workshops and get more familiar with your market.

4. **Make a budget** – It is good for you to have a clear idea of how much your workshop will cost so that you can adequately budget your expenses. It is also helpful for your long-term planning in terms of measuring client conversions, return on investment (ROI), product sales, referrals, and budgeting for future events. Keep in mind that the Ready2Go workshops are designed to minimize your additional expenses for training materials.
5. **Set a goal** - Determine how many people you want to have at your workshop and at what price. Also set a goal for how many people you want to convert to clients. Typically 10% is a good conversion rate. Use that as your initial goal. If your numbers are lower, continue to shoot for 10%, and if they are higher, use that as your goal for future workshops.



Marketing Activities Timeline

(1 of 3 pages)

Included in your Ready2Go Workshops® package is a Marketing Guide with recommendations on how to plan a successful workshop.

Also included in your package are several sales letters including,

- 3 Pre-event invitation emails.
- A follow-up email.
- A promotional flier.
- 3 articles to use for pre and post event giveaways.

Outlined below is a suggested timeline of how to promote your event. As mentioned in the Marketing Guide, ideally you will want to begin your **planning at least six to eight weeks out, and start marketing about four weeks out.**

Ideally you will want to space your marketing activities 1 to 1.5 weeks apart by following this timeline, providing your list with value that educates and peaks their interest.

(Timeline and tips for getting maximum attendance are included in the full workshop program.)

Marketing Guide Supporting Documents

(Included in your workshop package)

E-zone registration form

Complimentary Consulting Sign Up Form

Product and Services Order form

Marketing Activities Timeline – countdown of activities to complete form – 6 weeks to kick off!

Event Flier

3 Email Invitations

Follow Up Email

3 Articles - to send with your email invitations and follow up

Event Preparation Checklist – making sure you've got everything you need on game day such as supply box, signage, photocopies, participant packets, CD player and event binder – just o name a few!

Participants Folders

Within this section are recommendations, along with the necessary documents, to set up the participants' folders. You will want to purchase inexpensive pocketed folders and place the documents listed below in each side.

LEFT SIDE:

- Your business card.
- Brochure or flier explaining your products and services.
- List of upcoming events (if you have them scheduled).
- Offer to do other workshops, teleseminars or speeches for their company, club or organization and list the topics (see the Ready2Go Marketing Solutions' topics listing).

RIGHT SIDE:

- Welcome letter (Included).
- Agenda - (Included).

(The following documents will be added to the participant's folder throughout the workshop).

- Activity Sheets – (Included).
- Handouts - (Included).
- Workshop Evaluation (Included).
- Follow-up Homework - (Included. Great to use to follow up with the participants).

Facilitation Guide

Tips to Help Lead a Successful Workshop

(1 of 4 pages)

At the heart of good facilitation is letting participants discover learning for themselves. As the facilitator, be open to allowing participants to express the learning that is most important to them.

You can do this by first creating a safe learning environment, which means responding neutrally to all participant comments, even those that may be at odds with the majority of the group. It is important to legitimize all contributions.

As well, keep in mind the following facilitation guidelines:

1. **Begin and end the workshop on time.** Whatever times you determined for your workshop, stick to them. These times have set an expectation in your participants' minds that need to be honored. This may mean that you will have to deviate from the script of this workshop depending on the level of participant discussion that materializes during the course. The most successful facilitators live in the moment and adjust their programs to ensure that participant needs and expectations are always being met.
2. **Encourage participants to ask questions, and don't be afraid of not knowing an answer.** Learning is not about you imparting your knowledge to others. Instead, learning is about creating a fertile space in which learning grows out of what participants share and reflect upon with each other. Handle questions in a way that encourages participants to express their own thoughts and feelings and to hear from others what they think and feel. When a participant asks you a question, you can answer it yourself, or reflect the question back to the entire group and see what they think. For example, "Great question. What do the rest of you think about it?" Reflecting back to the entire group allows participants to explore and formulate their own answers by drawing upon the personal experience of others. Any time you can encourage participants to share their own thoughts, feelings, and experiences, rich learning will take place. Participants just want their questions answered; it doesn't matter to them who ultimately provides it.
3. **Address workshop disruptions subtly.** If participants are talking with one another and not paying attention to the content you want to give, simply stop and be silent. Such patience, especially delivered with a smile, can quietly redirect participants to refocus on the workshop.
4. **Remember that the best learning is entertaining as well as educational.** This workshop has built-in activities to help ensure that participants are engaged during the workshop. Still, it is important to remember that participants will also respond directly to the facilitator's own energy and enthusiasm. Participants will reflect the attitude of the facilitator, it's that simple. If you want your workshop to be received in a positive and enthusiastic manner, it begins with the attitude you bring to the workshop.

Before the Workshop

Materials Required

Materials

The following materials will need to be acquired prior to running this workshop:

- CD Player
- CD of Energizing Music x 1
- Colored Markers – Set of 10 for each table
- Flipcharts (minimum of 2)
- Roll of Masking Tape x 1
- Scissors – one per participant
- Wastepaper basket or bin x 1
- Large, blank index cards (2 per participant)
- Assorted arts & crafts supplies such as construction paper, pipe cleaners, markers, etc.
- Pair of dice per table (optional)

Activity /Instruction Sheets

You will also need to make copies of the following activity and instruction sheets, which are located at the back of this instructor's guide:

- What I Know about Change – Worksheet #1 – one per participant.
- Circles - Worksheet #2a - one per participant, but have extra copies on hand.
- Tossing Balls Worksheet #2b & #2c– one each per participant, but have extra copies on hand.
- Resource Content Worksheet #3 - First Life Stage - “Spring” – one per participant.
- Resource Content Worksheet #4 - Second Life Stage - “Summer” – one per participant.
- Resource Content Worksheet #5 - Third Life Stage - “Fall” – one per participant.
- Life Stages Presentations – Worksheet #6 – one per participant.
- Snapshot of Change in My Own Life – Worksheet #7 – one per participant.
- My Mindset around Endings – Worksheet #8 – one per participant.
- The Need for Internal Transitions – Worksheet #9 – one per participant.
- "Cocoon" – Worksheet #10 - one per participant.
- Letting Go – Worksheet #11 - one per participant.
- Letting Go Activity Cards – Worksheet #12 - one copy cut in four cards for every eight participants.
- Workshop Feedback Form - one per participant.
- Homework – Dealing with Change - one per participant.

Conducting the Workshop

Workshop Schedule

Time is the most valuable resource any of us have. As pointed out earlier, stay true to when you said you would start and end your workshop. The following agenda can help you with this goal, but remember, this agenda is meant to be a guideline and not a hard and fast schedule to keep. Be flexible and trust that if one section goes beyond the time listed, another section will likely come in shorter, thus allowing you to finish on time.

Topic	Time Estimate
Course Overview & Logistics	5 min
Introduction to Change	15 min
Our Natural Reaction to Change	20 min
Life Stages and the Change that Happens Around Them	40 min
The Mindset We have around Endings	20 min
Our Current Behavior Towards Change	20 min
Break	10 min
The Process of Change – The Need for Internal Transitions	20 min
Letting Go – Facilitating the Inner Journey	35 min
Arrival – Beginning Anew	30 min
Course Review	15 min
Course Application	10 min
Total Time	4.0 Hours

Step #1 – Prepare Participants for Learning

Preparing participants to learn is a critical step. This step arouses interest in participants, generates positive feelings about the learning they are about to experience, and gets them primed to learn. Without it, many mental blocks within participants may limit the effectiveness of their learning.

Some of those mental blocks include:

- Fear of looking stupid in front of others.
- Uneasiness in interacting with people they don't know.
- Fear that the workshop will point out significant deficiencies in their own character.
- Fear of the change that comes along with personal growth.
- Personal situations outside the workshop that are occupying their minds, thus their attention.
- Concern over the workshop being boring.
- Fear of not being able to accomplish assignments within the workshop.
- Fear of failing or not meeting with success.

Create a positive learning environment by humanizing the workshop, letting participants know that they will be successful, and that the learning they are about to take on will be tremendously beneficial. Other ways to create a positive learning environment can be found on the next two pages of this guide.

The importance of getting off to a good start cannot be overstated. What you say and do in the first few minutes of the program can make all the difference in the world between a rich learning experience for participants and a frustrating expectation of what lies ahead for next several hours.

(There is one workshop activity that falls under this section...)

Step #2 – Content Presentation & Practice

This is the part of the workshop where participants first encounter new knowledge.

True learning means that participants acquire a deeper understanding of a topic by pushing past the boundaries of their own awareness of the concept.

This means participants become conscious of new ideas and possibilities through their own discovery and experience of the topic. In other words, total participant involvement is necessary.



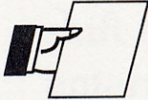

Learning is not passive; it's not an act of consumption. Instead, learning is an act of creation.


What participants think, say, and do is more important than what the facilitator thinks, says, and does. The facilitator's role is simply to initiate the learning process and then get out of the way.


During this workshop, participants will engage in a variety of learning activities where they will experience, discuss, and reflect upon the content for themselves rather than just having it spoon-fed to them by the facilitator.

*(The majority of the workshop activities fall under this section.
We have included one for your review.)*

(This is 1 of 10 activities in the workshop)

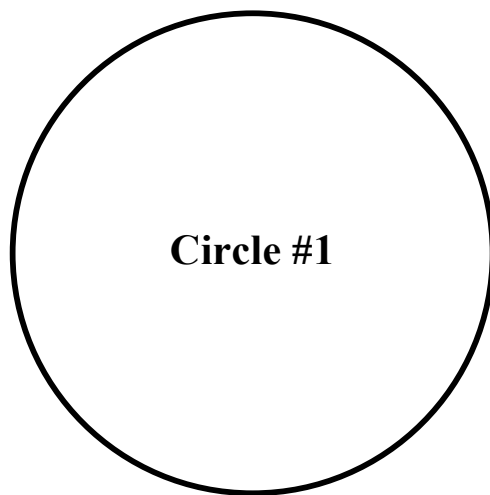
Time	Content	Notes
20 minutes	<p>Our Natural Reaction to Change</p> <p>Activity: “Reacting to Change”</p> <p>Activity Objective: Participants recognize their natural reaction to change by having to accomplish an everyday task in a different way.</p>	<p>Materials Needed: Pen or pencil, masking tape, scissors x 10, wastepaper basket or bin.</p>
Learners Do	 <p>Activity Directions:</p> <ol style="list-style-type: none"> Prior to the workshop, set up two separate learning stations at opposite ends of the training room. The learning stations need to be as follows: <ul style="list-style-type: none"> Learning Station #1 – “Circles” <p>Set up: Place on a table, a pair of scissors for each participant, and copies of the “Circles - Worksheet #2a” - one copy per participant.</p> Learning Station #2 – “Tossing Balls” <p>Set up: In an open space, place a wastepaper basket or other form of bin. Lay down a strip of masking tape at a distance of 8 to 10 feet away. Make enough copies of the “Tossing Balls Worksheets #2b & #2c” so that each participant is given a copy of both.</p> Divide participants into two groups. Inform groups that they will participate in a specific task at each of the two learning stations – “Cutting Circles” and “Tossing Balls.” Also let them know that they will perform each of these tasks twice. 	 <p>Handout – “Circles – Worksheet #2a”</p>  <p>Handout – “Tossing Balls – Worksheet #2b”</p>  <p>Handout – “Tossing Balls #2c”</p>

Time	Content	Notes
<p>Facilitator Asks:</p>	<ul style="list-style-type: none"> ▪ The first time the task is performed they will use their dominant hand to complete the task. ▪ The second time the task is performed they will use only their non-dominant hand to complete the task. <p>4. Assign groups to learning stations and let them know that they will have five minutes to complete the task at that learning station.</p> <ul style="list-style-type: none"> ▪ Instructions for performing the task are also indicated on the worksheets at each learning station. <p>5. After five minutes, or when all participants have completed the task, ask groups to rotate to the other learning station and complete the task at that learning station.</p>	
	<p>6. After, bring both groups back together and debrief the activity by asking the following questions:</p> <ul style="list-style-type: none"> ▪ What did you notice about yourself and others when you performed these tasks using your dominant hand? ▪ What did you notice about yourself and others as you performed these tasks using your non-dominant hand? ▪ What reactions did you notice in yourself and others when having to perform these tasks from a more comfortable place? A less comfortable place? ▪ How does this activity relate to the topic of ‘change?’ ▪ What are some of our more typical reactions to change as demonstrated in this activity? 	

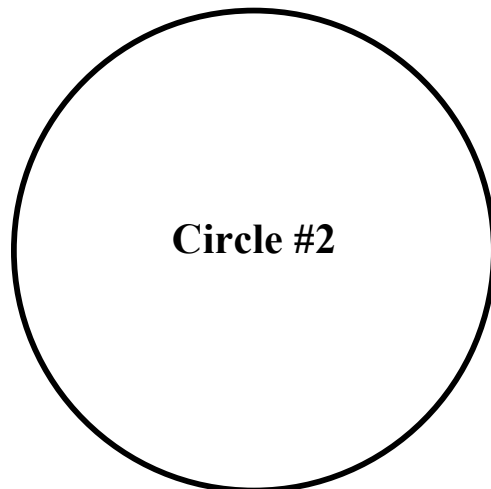
Time	Content	Notes
Facilitator Says:	<p>7. Make the following key points:</p>  <p>Key Points to Make (tie to activity)</p> <ul style="list-style-type: none"> ▪ Change affects us all. ▪ Change requires us to overcome feelings of confusion, uncertainty, and doubt. ▪ Change can be especially difficult when it requires us to relearn something that we previously could achieve with far less thought or effort. ▪ We feel uncertain with the onset of change, which can make our lives suddenly feel ‘up in the air.’ ▪ Change has an emotional side to it, and this emotional side cannot be ignored. <p>Transition to the Next Topic</p> <ul style="list-style-type: none"> ▪ We must be more conscious of the change that is happening to us and be more aware of our reactions to it. ▪ We can also be more aware of the stages of life where change is likely to happen to us. 	

Circles - Worksheet #2a

Using scissors cut out Circle #1 using your dominant hand.



Using scissors cut out Circle #2 using your non-dominant hand.



Step #3 – Course Review & Application

It's important to know to what extent the workshop has been successful.

Reviewing what has been learned is critical for long-term retention by participants. This step is the culmination - the fulfillment - of all the learning that has gone on during the workshop.

Unless what is learned is applied, there is no learning. Participants need to reflect on their experiences in the workshop and bring closure to their learning.

This step also gives participants a chance to draw on other participant's experiences so that they can generate conclusions about what has been learned from others as well.

Reviewing what's been learned ultimately solidifies what has been learned at a deeper level and expands participants' ability to analyze, reflect, and make adjustments to the knowledge they have gained.

(More workshop activities fall under this section...)