

LEVEL 2

The Lioness Principle™

TRANSFORMATIONAL TRAINER'S WORKSHOP

TELESEMINAR SPECIAL!

REGISTER BY FEB 29

SAVE \$395 OFF

NESS
PRINCIPLE

Transform Yourself, Your Client Results,
Your Income, Your Personal Joy

... One Step Further!

APRIL 5-6, 2012

San Diego, CA



Calling All Cats! Level 1 cubs are all grown up and now it's on to the next generation of Lions and Lionesses. World-class trainer Katherine Eitel proudly presents a course that will help you stay ahead of the herd and advance your training prowess even further!

ADVANCED TRANSFORMATION TRAINING LEVEL 2

(FOR LEVEL 1 GRADUATES ONLY)

Taught in beautiful **Southern California wine country** at the **historic Twin Creek Stage Stop Ranch**. *This is experiential learning at its best!* Join us for an up-close and personal experience.

Transformational Training Level II Includes:

- **Brand New Tools** - Refresh your tool kit with a whole new generation of:
 - Openers, Closers, Energizers
 - Reviews, Tests, Topic Introductions
 - Game Boards and Props
- **Adult Learning Theory** - Explore advanced theory
- **Remove Your Roadblocks** – What's holding you back from this way of teaching? Find out and deal with it in a safe, supportive environment.
- **Discovery vs. Delivery** – Take a “deeper dive” into mastering the concept of *Participant-Based Discovery*
- **The Art of Questioning** – Learn the power and art of questioning to facilitate deeper learning
- **Experiential Learning**– This will blow your mind! Get participants to conceptualize your content at a “cellular level” by experiencing it in a deeply physical and emotional way.
- **Uncommon Learning Environments** - Transform an ordinary room into one that transports participants to another dimension - indoors & outdoors.
- **Debriefing** - This is where the magic happens. Learn an easy formula that accelerates experiential learning.
- **Webinars and Telephone Coaching** - How to use Transformation Training techniques in these venues.
- **Power Positions** – Recognize and manage the “power” and “hot spots” in your room effectively
- **Signals** – See how using “signals” with your audience can raise the roof!

- **Bookstores** – Get rich by enriching others. Learn to “bookstore” your products and services that will have clients pulling out their checkbooks and running to the back of the room for more of you before they leave.
- **Level II Designation** - Receive our newly-designed Advanced Transformational Trainer logo
- **Serious Learning. Serious Fun.** - Have more fun, laughs, and “Aha’s!” than the law allows!
- **The Eitel Ranch Experience....** Just steps away from the historic Twin Creek Stage Stop, you'll be up and out of your seat as you move into the role of trainer to facilitate the learning as we head outdoors with beautiful Southern California wine country as a backdrop. This is experiential learning at its best!

Satisfaction Guaranteed!

- See better results instantly with your clients
- Hear comments like “this was the best training you've ever done with us!”
- Feel completely recharged and reinvigorated about your career, your training, and your vision.



Call to reserve your spot today! **800-595-7060**



REGISTRATION

TRANSFORMATION TRAINING LEVEL 2

Participant Name: _____ Referred by: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Office Phone: () _____ ext. _____ Cell: () _____ Fax: () _____

e-mail: _____ website: _____

San Diego, CA

APRIL 5-6, 2012 (Thursday/Friday)

Only ~~\$1395~~ **BY Feb 29, 2012**
\$1,595 After

Only \$1,200!

TELESEMINAR SPECIAL!
REGISTER BY FEB 29
SAVE \$395!

- Divide my tuition evenly into **THREE monthly payments** commencing immediately and on the same date each month for three months. (This option is only available if tuition is paid in full prior to workshop.)
- I would prefer to pay my tuition **IN FULL** in one payment of \$_____.

MasterCard Visa Am Ex

Name on Card: _____

Card Number: _____

Expiration Date: _____

Signature: _____

Check Enclosed \$_____

Please make checks payable to:

Katherine Eitel & Associates, Inc.

PO Box 50490

Mesa, AZ 85208

FAX COMPLETED REGISTRATION TO: 951-346-3524

OR call to reserve your spot today! 800-595-7060

Become a ROARING Lioness Speaker!

The Lioness Principle™
INSPIRATIONAL SPEAKER'S WORKSHOP



Now you can apply **The Lioness Principle™** transformation to your SPEAKING CAREER, *as well!*



Our **INSPIRATIONAL SPEAKER'S WORKSHOP** is a one-day speaking skills workshop designed to increase your impact, your bookings, and your fees! In this safe and supportive environment you will learn to:

- Crystallize your material
- Hone your message
- Drive home key points
- Determine the right amount of interaction
- Craft a better story
- Get more comfortable and conversational on stage
- Manage interaction, questions, and disruptions
- Improve host introductions
- Create a **STRONG** first five and last five minutes
- Improve your use of PowerPoint and props

Join us! **APR 4, 2012** ♦ **San Diego, CA**

(This is an optional add-on day to our Transformational Training Workshops and can be attended separately)

TWO WAYS TO PARTICIPATE:

ACTIVE PARTICIPANT (*Only four spots available*)

- Katherine will review your speech outline in advance
- You'll hone your message with a four-step process
- Personalized coaching while presenting 10-15 minutes of your material
- **Recording of your presentation** for review and development at home.
- Course materials
- Additional resources and websites
- Lots of fun, growth, support, and applause!

OBSERVATION PARTICIPANT (*Unlimited Registrants*)

- Observe coaching of Active Participants
- Course materials
- Additional resources and websites
- Lots of fun and support... and the opportunity to give lots of applause!



FAX Registration to 951-346-3524

OR Call to reserve your spot today!

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