



Mindwerx International

Qualified Facilitator & Instructor Programs

for Learning & Development Professionals

Why become a professional trainer, coach, or facilitator?

Quite simply because **you can and will make a difference to others** – individuals, teams, and organizations, as you help them to Think, Learn, and Innovate better with creative thinking and advanced learning techniques.

If you are an internal or independent corporate trainer, educator, facilitator, coach, or just passionate about helping others, these Mindwerx programs allow you to:

- Use and incorporate critical and creative thinking and advanced learning techniques into your current offerings
- Expand your training repertoire and present new material to your constituents
- Apply these same techniques for on-going research and continuous learning for your own reasons or to support your organization

If you are in or entering the professional training, coaching and/or team facilitation industry, in-house or as an independent provider, becoming qualified with Mindwerx gives you:

- quicker more effective and deeper entry into this exciting profession
- program and workshop curriculums and material you can use immediately
- credentials to add a unique qualification to your professional portfolio
- massive support to help you develop your skills and reputation
- the potential to partner with Mindwerx to run programs
- and gives your success as a professional change agent a real boost

Learn from masters trainers with 25 years experience

Founded in 1998 Mindwerx is a leading professional development and strategic facilitation organization, and co-founders Bill Jarrard and Jennifer Goddard are both master trainers and executive team facilitators who have presented to thousands of people in more than 20 countries, and trained hundreds of educators, instructors and facilitators.

Who are these programs for?

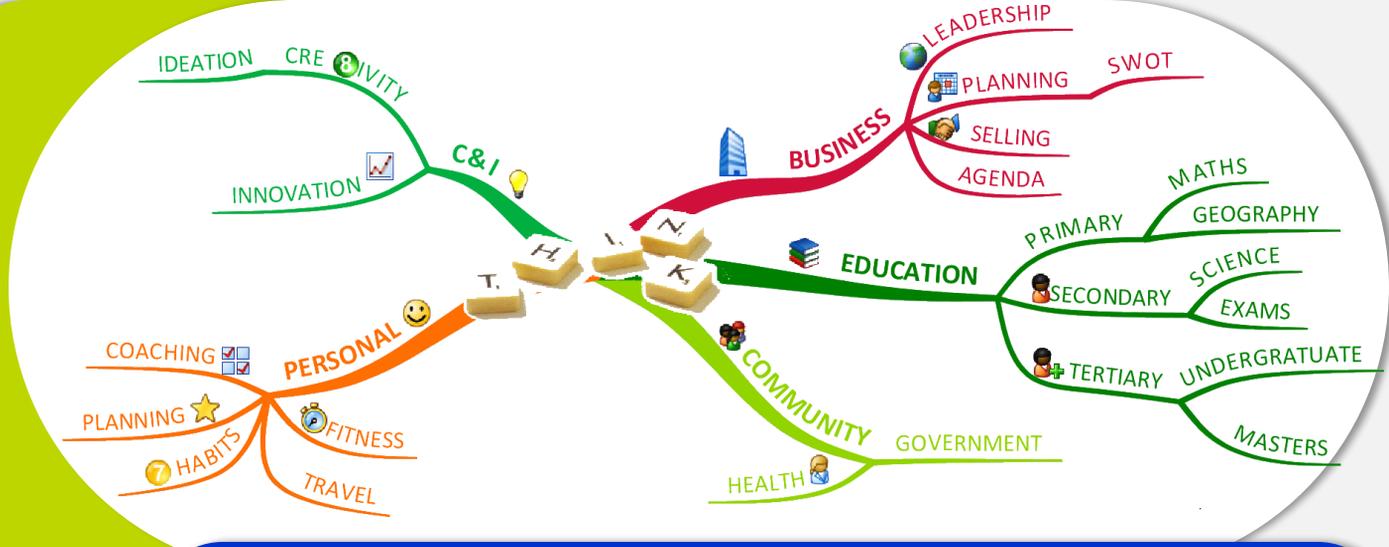
Participants in these train the trainer programs come from a range of backgrounds and industries, including professional consultants, trainers, coaches, in-house L&D specialists, and teachers in every arm of education.



DELIVERABLES

Led and facilitated by Mindwerx co-founders **Bill Jarrard and Jennifer Goddard**, these are leading edge train the trainer programs that:

- *use the latest in presentation and learning techniques*
- *significantly enhance participants' skills*
- *deliver insights, ideas, materials & programs, participants can use to accelerate and expand services they offer to their chosen market.*



Why Brain Training?

Learning how to learn is life's most important skill.

...Tony Buzan

We can no longer wait for ideas to occur by chance or through the slow process of evolutionary pressure. There is a need to focus directly on the generation, design, and development of new ideas.

...Edward de Bono

Critical and Creative Thinking skills give you the ability to Think, Learn and Innovate better.

...Bill Jarrard
Mindwerx

It's a Profession

- Professional Trainer
- Strategic Facilitator
- Educator/Teacher
- Tutor/Specialist
- Business Coach
- C-Suite Mentor
- Life/Career Advisor
- Project Manager

Enhanced Business / Career

- Clarify & Achieve Your Goals
- Achieve Your Full Potential
- Manage/Lead Effectively
- Facilitation/Negotiation
- Enhanced Communication
- Great Presentation Skills
- Increased Creativity

For Self Development

- Sharpen your thinking
- Expand your creativity
- Increase your intelligence
- Enhance your concentration
- Improve your memory
- Boost your confidence
- Accelerate your study skills
- Maximize your potential
- Help your family and friends

Mindwerx Qualified Trainer Programs



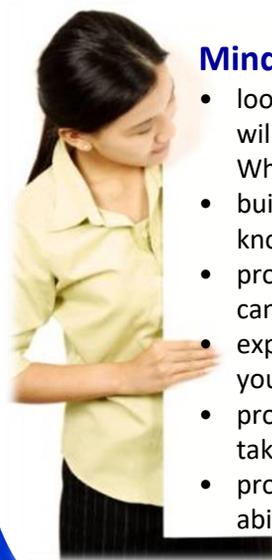
DELIVERABLES

After the successful completion of a Mindwerx qualifying train the trainer program you will...

- **Be proficient in the Brainer Trainer techniques you are interested in**
- **Have the capability to teach others to Think, Learn & Innovate better**
- **Feel confident to adapt and facilitate workshops that engage, empower and enable people you teach, train, and coach.**

The process for becoming a Facilitator or Trainer qualified by Mindwerx involves three stages:

- Pre-Camp** Complete pre-reading and exercises prior to starting a Brain Camp
- Brain Camp** Attend a live Mindwerx Brain Camp to..
 - Advance your skill levels
 - Undertake Train The Trainer training
 - Develop professional success skills
- Post-Camp** Complete deliverables to qualify, and join our ongoing mentoring program (*small annual fee), to continue your development and associate with us worldwide



Mindwerx Brain Camps:

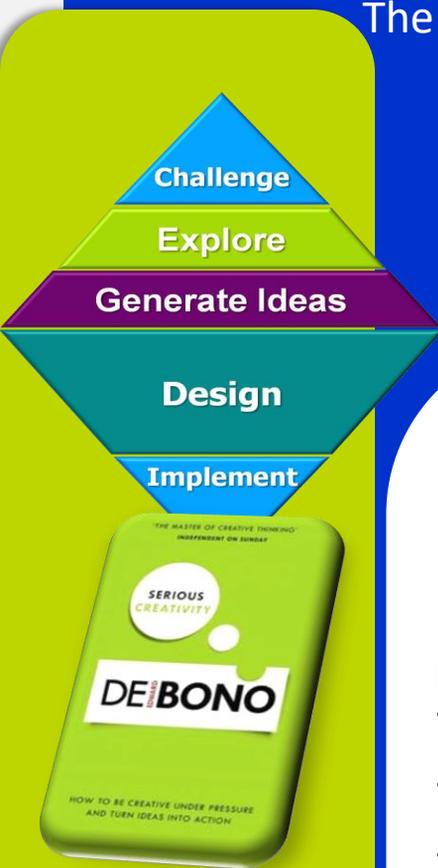
- look behind the development of the techniques and work you will be studying so you fully appreciate the "What, Why, Who, Where, When and How" of the principles and methods,
- build on your existing experience and skills, and the foundation knowledge developed from the pre-work
- provide a range of fully developed learning modules you can use in your training and facilitation with others,
- explore a range of applications for the methods taught so you can share them effectively with others,
- provide training hints and tips, as well as discussing what it takes to become a successful trainer
- provide feedback on your knowledge of the material and ability to present it.

Applied Creativity & Innovation

The ability to think critically and creatively is vital to achieve sustainable success at all levels today.

This program qualifies you to train others in Mindwerx' Deliberate Creative thinking.

\$3850* (AUD inc GST)



DELIVERABLES

- **Have the skills to think creatively on demand**
- **Ability to Integrate critical and creative (design) thinking methods into the work you do**
- **Facilitate programs to enable others to experience the power of Deliberate Creative Thinking**
- **Support leaders in making innovation happen**
- **50% discount for previous BLIs, QLIs, and TLIs. Email bill@Mindwerx.com**

Be a trainer/facilitator in critical and creative thinking to make innovation happen

Pre-Camp – Self Study

- 60 min chat with Bill to establish your situation, needs, and goals
- Read and Mind Map 'Think Before It's Too Late' by Edward de Bono.
- Complete the Mindwerx Deliberate Creativity & Innovation online program.

Brain Camp – 5 Days

Melbourne 21-25 August 2017

1 – Applied Creativity & Innovation

- Introductions, outline, approach
- Overview of a typical Applied Creativity & Innovation workshop
- Innovation is Simple, but Not Easy
- Critical and Creative Thinking concepts and principles
- Deliberate Creative Thinking tools
- Designing Ideas into Outcomes

2 – Serious Creativity Tools

- Design Thinking, Critical Thinking & Deliberate Creative Thinking
- Lateral Thinking to provoke for disruptive innovation
- Critical and Creative Thinking in Action – exercises to hone skills
- Leadership principles and skills for Applied Creativity & Innovation

3 – Train the Trainer

- The Deliberate Creativity & Innovation Facilitator Manual – learning objectives, training process, methods & more

- Planning and developing different workshop types and formats

4 – Making Innovation Happen

- Innovation is Simple, but Not Easy
- Innovation is led from the top, but happens on the front-line
- Defining, and understanding the innovation process
- The Guide on the Side, the role of the innovation facilitator
- Making space for creativity, intrapreneurship and innovation
- The leaders' roles in making innovation happen

5 – Ensuring Your Success

- Present and get feedback from the master trainer and colleagues
- Promoting and selling programs to your target market
- The secret to your success - the Most Important Graph and TEFCAS
- Qualifying – clarifying your role and responsibilities as an ethical trainer

At the Brain Camp you are given the materials, PPTs, outlines, articles, Mind Maps, etc., needed to create and deliver world class programs.

Post-Camp – Getting Started

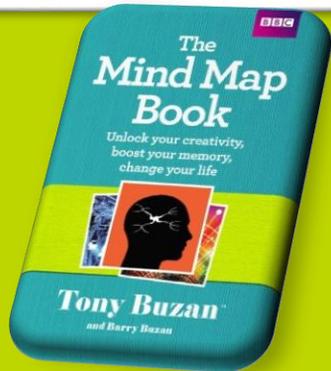
Upon completion you will be awarded a Certificate confirming you as an Applied Creativity & Innovation facilitator qualified by Mindwerx International.



Qualified Mindwerx Brain Trainer

Mind Maps , Speed Reading and Memory are the three legs of learning . Become qualified to skill others in these amazing techniques.

\$3850* (AUD inc GST)



Brain Trainer: Learn to Learn

Pre-Camp – Self Study

- 60 minute chat with Bill to establish your situation, needs, and goals.
- Read and Mind Map 'Use Your Head', 'The Mind Map Book' and 'The Speed Reading Book'

Brain Camp - 5 Days

Melbourne 15-19 May 2017

1 – Mind Mapping

- Introductions, outline, approach
- Your Amazing Brain
- Bloom and Flow, and the Laws of Mind Mapping
- MMaplications – Note Taking and Note Making with Mind Maps
- Overview of a typical 1-day Mind Mapping workshop

2 – Advanced Mind Mapping

- MMaplications – Oral and written presentation Note Taking
- MMaplications – Creativity and Planning Note Making
- Key words for memory and creativity
- Colour, imagery, symbols, codes and structures power Mind Maps
- From Mind Maps to outcomes (plans, speeches, reports, articles)
- Mind Mapping software

3 – Range & Rapid Reading

- Reading: a new definition
- Discover and develop your Speed Reading skills
- Expanding your visual power
- Guiding your eyes

- Getting the speed reading conditions right
- Super skimming and scanning
- Nine ways to guided speed reading
- Overview of typical 1-day Speed Reading program

4 – Train the Trainer

- The Brain Trainer Facilitator Manuals – learning objectives, training process, methods & more
- Planning and developing different types of workshops

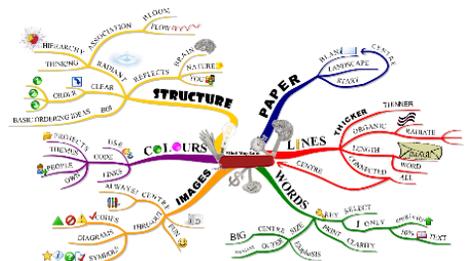
5 – Ensuring Your Success

- Present and get feedback on your presentation style
- Promoting Brain Training to your target market, including embracing advanced learning techniques
- The secret to your success - the Most Important Graph and TEFCAS
- Qualifying – clarifying your role and responsibilities as an ethical trainer

At the Brain Camp you are given the materials, PPTs, outlines, articles, Mind Maps, etc., needed to create and deliver world class programs.

Post-Camp – Getting Started

Upon completion you will be awarded a Certificate confirming you as a Brain Trainer qualified by Mindwerx International.



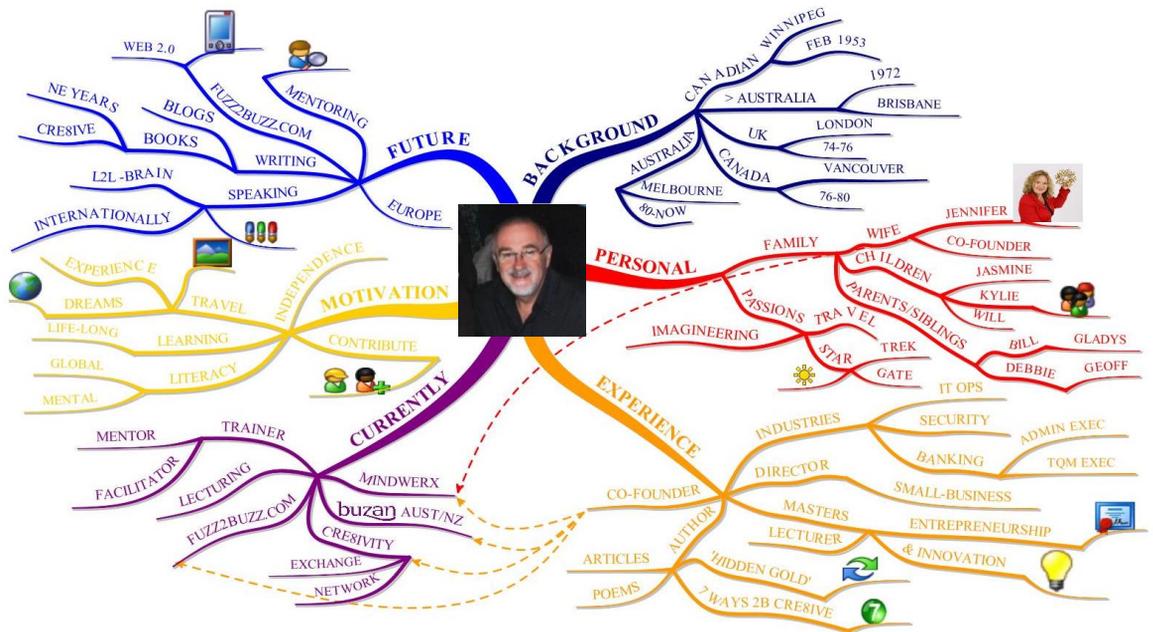
DELIVERABLES

- **Be an excellent Mind Mapper and Study Skills coach**
- **Teach others how to learn better and faster while having more fun**
- **All the material to facilitate lessons and exercises that enable others to experience the value of advanced learning methods**
- **Join a worldwide group of Brain Trainers**

* 50% discount for previous BLIs, QLIs, and TLIs. Email bill@Mindwerx.com

Your Master Trainer

Bill Jarrard MEI



Bill Jarrard is Mindwerx International's Managing Director and Co-Director of the **Buzan Centre**, which Mindwerx founded in 2001. Bill designs and delivers Mindwerx creative thinking programs and has spoken to thousands of people over 25 years. He has consulted to all types of organisations in Strategic Thinking, Continuous Improvement, Critical Thinking, and Creativity and Innovation.

For almost 25 years Bill's focus has been on helping people and organizations succeed through the application of Critical & Creative Thinking to Make Innovation Happen. As co-founder of Mindwerx he has worked with organisations in more than a dozen countries to help them succeed with Applied Creativity & Innovation. Bill has a Master of Entrepreneurship & Innovation, and since 2000 has also lectured on creativity and innovation at universities in Australia, Israel, Asia and the USA.

A Fellow of the Institute for Learning Professionals he is considered a thought leader in his area and has spoken to thousands of people on Critical & Creative Thinking, Leading Innovation, Strategic Thinking, and more. He is an experienced Innovation Facilitator, a senior instructor in Edward de Bono's Serious Creativity techniques and Tony Buzan's advanced learning techniques of Mind Mapping and Speed Reading.

He is a master trainer and professional educator who through the power of imagination, stories based on professional experience, and the latest thinking on what makes organizations and leaders great, he brings answers to the people and organizations he works with.

Bill's primary aim in working with others is to help them Think, Learn, and Innovate better, so they achieve the results and future they want.

"As an educator, speaker and facilitator, Bill Jarrard does not lecture or teach - he shares, by creating and maintaining a challenging and stimulating environment for learning."

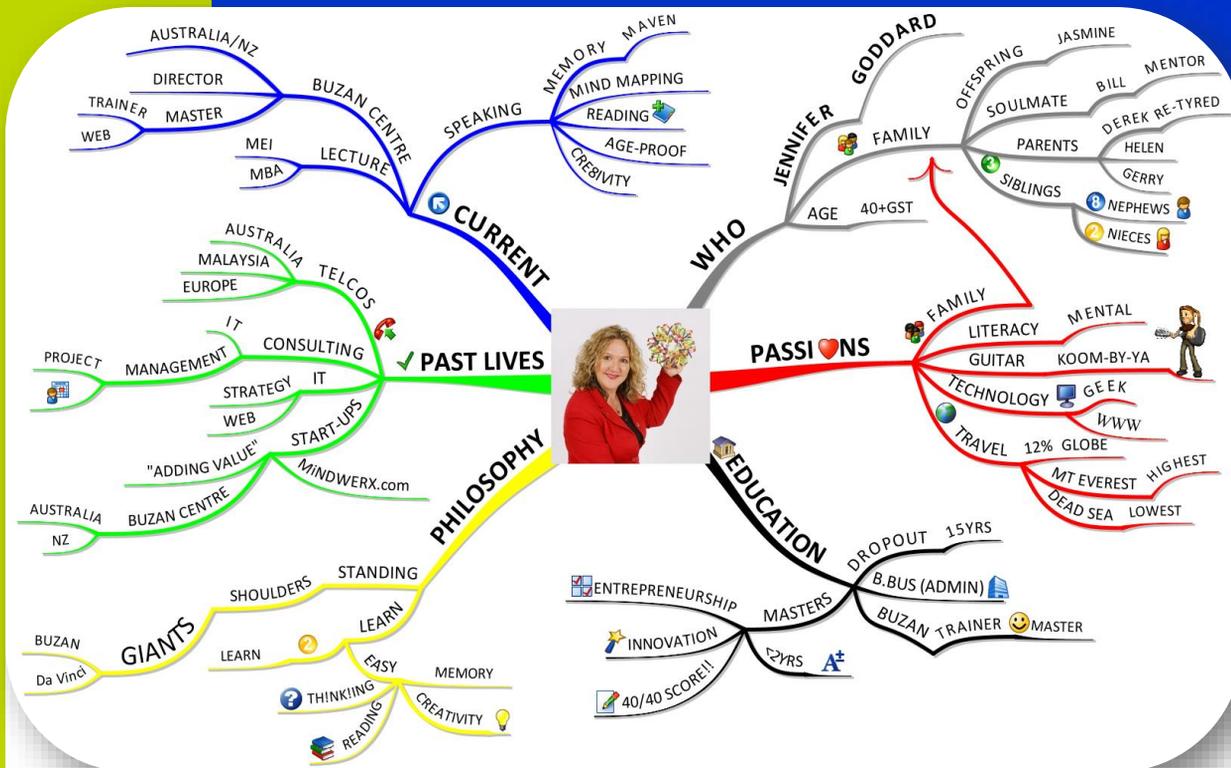
.....**Johan Kruthof**, author of 'Quality Thinking, Thinking Quality' and 'The Quality Standards Handbook'.

"I absolutely loved it. It's wonderful to see someone who loves their area of work - it's very inspiring!"**Kylie Sykes**, Economist

"I think last week was the beginning of something great for the company. It demonstrated the power and potential of the deliberative creative thinking techniques not only in relation to our divisional functional area but to other divisions.

... **Tony Fedorowicz**, Supply Chain Manager

Your Master Trainer Jennifer Goddard MEI



Jennifer Goddard is the Director of the Buzan Centre in Australia and New Zealand and co-founder of Mindwerx International.

A former accountant/strategic business analyst in telecommunications/IT Jennifer “learned how to learn” and Upgraded her Neck-top Computer while studying for her business degree, despite leaving school at 15 and being dyslexic, by learning to Mind Map. Today she has a Master of Entrepreneurship & Innovation, and is a Fellow of the Institute for Learning Professionals with a passion for mental literacy, whole brain thinking, our multiple intelligences

Jennifer is Tony Buzan’s Senior Master Trainer in Advanced Learning Techniques including Mind Mapping®, Range and Speed Reading, Memory, and Study Skills. She mentors and works with people and organizations globally and works with Tony Buzan around the world. She is the co-author of *Brain Training for Kids* and *The Most Important Graph in the World* with Tony Buzan, and *Seven Ways to be More Creative, Today!* with Bill Jarrard.

With her passion for mental literacy, brain-friendly learning and holanthropy (the study of interrelated functions of brain and body), Jennifer infects others with the enthusiasm and energy she displays in her interactive and creative presentations, seminars and workshops.

Jennifer is convenor of the Australian Memory Championships, and is Chief Operations Manager for the World Memory Championships, and was crowned “Memory Maven” by Anthill Magazine.

Jennifer Goddard, what can you say. Engaging, energetic and entertaining. She has an incredible story to tell and from the feedback I received from the delegates she certainly was a real winner with all commenting on the relevance of her presentation and tips to your work and family life. **Simply brilliant!**
...Vince Aisthorpe, President, Supply Chain & Logistics Assn of Australia

Her team approach, challenging nature and constant stream of new ideas added much to the effectiveness and productivity in the organisation. Everyone that worked with her found her professional, insightful, and delightful.
...Cor Peeters, General Manager, Yarra Valley Water

Ready to get started?



**Learn more about starting your journey to become a
Brain Trainer Instructor or Applied Creativity
& Innovation Facilitator qualified
by Mindwerx International.**

*"Learning how to learn, is life's most important skill."
...Tony Buzan*

Join the Brain revolution today!

Email team@mindwerx.com for more information

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