

# Creating Customer Value

*for Your Most Important Customer: Yourself*

by Matt Weilert

Our curriculum and programs are specifically designed to bring about lasting enrichment across your life. These **trends** directly sponsor a new kind of freedom and power: the freedom to be absolutely at ease wherever you find yourself and the power to act effectively.

## Layers of Learning

Systems Thinking Institute LLC (Systhink) is a North American performance improvement group recognized for a unique educational methodology. Companies that implement our programs realize order-of-magnitude results in a very short time. Thousands of people from more than 60 countries have selected Systhink since 1996 as a resource for personal and business transformation.

Systhink's programs are based on leading edge methodology. The discipline of systems thinking has a 40 year track record of **addressing the most pressing needs across the entire customer value chain**. Today, Systhink continues to aggressively develop innovative courses and seminars that empower participants to operate integrally in a rapidly changing world. As web-based resources, Systhink's programs are available globally.

## The Systhink Curriculum

Standard educational methods typically require you to remember concepts hoping to apply them. Systhink's scalable, layered education and training methods, by contrast, empower you to naturally apply what you learn in new environments. **Studying is not modeling. Action makes the difference.** Learning the tips and rules for playing the piano or riding a bike doesn't enable you to do either of those. However, when you develop your natural ability to play, ride, etc, it never leaves you. Similarly, the abilities we help you unlock are yours forever.

Systhink's courses and seminars cover a wide range of interests and topics relevant to everyday life. With our exclusive ThinDime™ pricing option, qualifying individuals can register for a half- or full-day seminar, with follow-ups, for less than the price of a midrange blouse or pair of shoes. Our short programs integrate such topics as excellence, relationships, effectiveness, money and performance.

*Lifelong Enrichment: The Challenge of Change* is the foundation for all other programs we offer. It provides participants transformational leadership skills, an exponential improvement in their ability to relate to life with new freedom and power.

## The Challenge

The seminar is based on extensive participant pre-work and is conducted over three days with one evening session in a seminar setting. *Lifelong Enrichment: The Challenge of Change* is not a lecture, a set motivational techniques, or therapy, but a unique environment of accelerated learning.

Each day begins with optional exercise at 7:00 am, programs begin at 9:00 am and the day wraps at about midnight. The evening session begins at 7:30 pm and ends by 10:45 pm. Program segments are two to three hours long with a 90 minute dinner break each day.

A key feature of the *Challenge* is teams of three. Research clearly indicates the dramatic advantages of learning in groups of three. See below for our Team Trio™ advantage pricing. Sessions are held for groups ranging from 18 to 250.

While participants are not required to speak, collaboration is a natural part of learning and growing. The process is often described as exciting, rewarding and fun. Just as its name indicates, the *Challenge* yields lasting results that expand and unfold over a lifetime.

*Challenge of Change* faculty are extensively trained senior members of Systems Thinking Institute LLC. Does this strike a chord with you? We are always evaluating faculty candidates. The certification process that qualifies them to lead the *Challenge* includes 18 months of rigorous and specialized study, preparation and performance. Faculty who lead the

*Challenge of Change* receive the highest ratings for both their ability to communicate and the power of the material they present.

## Industry Perspective

Systhink is poised for remarkable growth and success in the education industry with the imminent arrival of the “Power Wave” described clearly and forcefully by Harry Dent. With dozens of industry leaders seeking to leverage the latent intellectual capital on their payrolls, Systhink provides *clear direction and sound fundamentals* for maximizing total employee-owner value.

No less than Paul Fireman, Chairman and CEO of Reebok, says: “Running a business is a complex matter, and at the heart of any business is people.” Internationally noted business and education leader Tom McGrevey remarks, “Systems thinking is where all businesses are headed, many of them just don't know it yet.” Systhink is one of the most relevant and integrated education companies addressing the small to midsize market today.

Nationally recognized social scientist and public opinion analyst Daniel Yankelovich remarks that “...people’s most profound concerns [involve] how to improve their personal relationships, how to be a more effective person, how to think productively about their lives and goals.” Systhink offers individuals, and the organizations to which they belong, the chance to invest wisely for on-going returns.

Sythink's Team Trio™ advantage pricing is one example of our ThinDime™ philosophy. Visit <http://www.skerja.net/rec/consult.html> to learn how your team can take advantage of Systhink's Team Trio™ pricing. As a company, we are strongly committed to the systems thinking element of shared mental models. *There's no better way to build cohesiveness than by positive shared experiences that directly relate to the company's bottom line.*

**For more information or to register please contact us:**

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