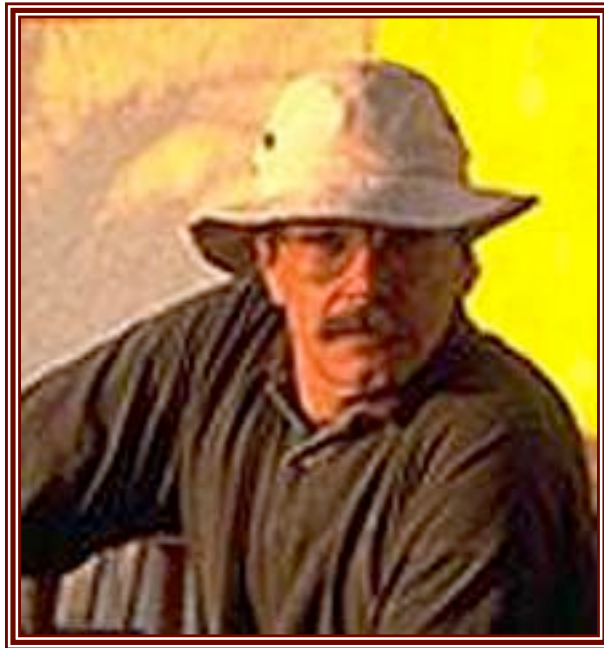


**"I, INC."©**



**A 20+ HOUR LEARNING PROGRAM  
THAT EXPLORES AND DEVELOPS  
« ENTREPRENEURIAL SPIRIT »  
FOR THE DIGITAL ECONOMY**

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LAWRENCE POOLE  
GESTION CONSULT-IIDC MANAGEMENT INC.**

**HELLO...**  
**"I'D LIKE THE FAQs ON «I, Inc.» PLEASE!"**



***"TELL ME WHAT DISTINGUISHES YOUR TRAINING PROGRAM FROM OTHERS?"***

I, Inc.© is a series of dynamic presentations on the motivation, the strategy, the creativity and the resources needed to build an ONLINE business. The program transfers a highly stimulating learning agenda that is based on the best practices of successful leaders and is presented in an innovative format.

Eight metaphors are used to define the overall potential. And within those general territories, your business will showcase your commercial offer. Your BIZ\* (identity zone) is your stake in *cyberspace* and it describes everything a potential customer needs to know about your reason for being in business.

The curriculum is shared in 3 parts: 1. An exploration of the potential; 2. [7 x 1.5 hour] interactive Audio-Learning seminars; 3. A closing event and call to action.

Over time, participants will learn everything they need to know about the personal power required to succeed in the digital economy.

Using teleconference calling, the Internet and heuristics, the program will help you discover the three kinds of capital every BIZ\* must develop in order to prosper: Structural capital, client capital and creative capital. Of these three, the most important is creative capital.

***So tell me more about this mentorship program!***



*Mentorship recalls the trusted sage Mentor giving advice to young Telemachus in Homer's Odyssey. The French coined the term to mean the transfer of information from an experienced person to others.*

As you read on, you'll see that this mentorship program transfers a empowering curriculum that consists of 20+ hours of solid gold advice for self-employed professionals, as described in the learning agenda below.

The mentorship will also lead you to a wealth of information that is related to branding and selling your BIZ• online and off. Through it, you acquire the syntheses and tools that are the guarantors of prosperity in the Digital age.

This mentorship is divided into 3-parts:

**Part 1. The Kickoff:** This consists of a 4-hour heuristic learning event called "A Power Lunch At The Explorer's Club". Heuristic learning involves "self-discovery" so before our mentor starts giving advice, he'll establish a real physical/emotional contact with the participants.

It's important to define terms and look at potential. We'll get a feel for limits and expectations. The contact will allow us to discover the particular considerations that make the "mentoring aspect" of our training offer valid.

Then the disembodied voice that dispenses the Audio-Learning via conference-call know who we are talking to.

"**A Power Lunch At The Explorer's Club**" is delivered in an appropriate location or catered in-house. We introduce a "springboard story" that explains self-empowerment and the keys to success in a commercial context, we'll get the feel for heuristic training and for each other, and then we'll take a look at BIZ\* and the changing face of the marketplace.

**Part 2. The 7 x 90 minute Audio-Learning sessions:** Over the following weeks and months, because the heuristic learning used strong imagery and interactive animation, it created a positive expectation for the training, and that emotional capital allows the mentorship to occur via Audio-Learning.

The format uses both the Internet and telephone conference calls to follow you, wherever you may be. We will set up a learning agenda that divides 10-12 hours of fascinating teleconference presentations + the session material for (7 x 90+ minute) segments. Each of these segments has its own learning agenda, its own timetable and its own didactic itinerary.

At an appointed time, with plenty of reminders, we'll log on to the same phone number. It will be the password into a highly stimulating and very empowering ninety minutes... and the best part of your day.

**Part 3. An «Agora» At The Explorer's Club** - The program closes with another 4-hour heuristic learning session... this time an interactive animation explores the whole program. We'll share a nosh while we recall - and give synthesis - to the course content during an Agora; we'll answer questions, correct misconceptions and add to the meaning of "creative leadership" for troubled times. And together we'll explore even greater potential.

### **Who should participate in this mentorship program?**

The program is for persons who want to learn how to structure a business plan for the Internet and the digital economy. *It's for Artists and Entrepreneurs, Professionals and Self-Employed workers everywhere...* and it's also for anyone who has to innovate in order to sell ideas, services or products; and it's for people who recognize that "*how we think*" has real value, and who want to develop that value for the digital economy.

This *mentored learning agenda* is for men and women who want to learn to create the future now, and who wants a no-risk, guaranteed, sure-fire way to acquire sustainable prosperity.

### **THE LEARNING OBJECTIVES**

#### **Following this MENTORED AUDIO-LEARNING program,**

- . Participants will understand how and why the Internet and Digital Thinking are changing the mechanics of communication and wealth creation ;
- . They will know how to stake and develop a share in the new economy ;
- . They will see why win-win-win thinking requires a BIZ© plan and an effective online presence ;
- . They will learn how to build and stimulate an empowered team ;
- . They will know why increasing your *client capital* requires a strategic attitude, and why enjoying a successful career and happy life means increasing their *creative capital* ;
- . They will recognize why both leadership and a success require "a unique selling position" and superior communication skills - *and what to do about it* ;
- . They will discover various buying styles and how to sell to each of them ;

- . They will experience 5 creative roles that result in empowered communications ;
- . They will learn strategic ideas on selling to and persuading others ;
- . They will know how to use effective communication tools, and will understand keys to being a persuasive leader ;
- . They will have a better understanding of the need for personal power in a competitive world ;
- . Lastly, They will experience a self-empowering HEURISTIC process - which, in turn, encourages life-long learning.

### **ITS BENEFITS AND ADVANTAGES**

This Audio-Learning program will help participants :

- . Understand the power of the Internet and how to build a business plan around it;
  - . Acquire considerable knowledge and important links into the new economy and digital prosperity;
  - . Empower themselves, personally, socially, commercially and creatively ;
  - . Increase their level of motivation and that of everyone around them ;
  - . Define their BIZ© model in terms on an online presence ;
  - . Enhance their performance, improving both the quantity AND the quality of their profes\$ional effort ;
  - . Stimulate their sense of organizational creativity and increase their OUTPUT ;
  - . Better the quality of client-relations to thus assure their BIZ© loyalty ;
  - . Improve their know-how of communication strategy while focusing on profes\$ional objectives ;
  - . Efficiently add to their *client capital* and thereby strategically increase their *creative capital* ;
- Select and develop significant opportunities and collaborators .

***Okay... give me some FAQs!***



***I've got several questions about Audio-learning...***

**1. When you say that the Audio-Learning sessions are "at your place" - is that just an expression or do you really come to MY place of business?"**

Unlike our heuristic training events where we actually meet, the Audio-Learning sessions require no physical presence and no travel by anyone. For those 7 x 90+ minute sessions, all you need is a place where you can use a touchtone telephone with speaker-phone attachment if others are joining you and access to the Internet, for a couple of hours.

You'll also require a PC that's tuned into the session URL and the session's hardcopy material (and projector if you're managing a group, to display the accompanying slides and links to everyone).

We'll supply a phone number you can call and login and the training takes place right where you are sitting, even on a beach or the jungle - if you're using a cell phone. Wherever, you will have our training material set out in front of you and our expertise transmitted live, at an Audio-Learning seminar.

**2. When does the training take place?**

A complete training agenda - including opening event, 7 Audio-Learning sessions and closing event - is decided with each client. Typically, a program is delivered over 2-12 months- with sessions delivered from about once a week, to about once a month.

Many companies incorporate the sessions with the regular sales meeting or as a team-building event. For many, it's a chance to mirror their own situation with a mentor who sees their great potential, for others it's a chance to learn the basics or an inspiring refresher.

**3. How much does the program cost?**

The cost of this complete package - 2 heuristic events and 7 Audio-Learning sessions - depends on the number of participants and the locations that are connected to the Audio-Learning broadcast. After we discuss your exact needs, we'll give you an exact quote. Even so - you can be sure that - if this program was available elsewhere, because of our unique formula, it cost you a lot less than any other way of delivering this agenda by any seasoned pro.

**4. What does your Training fee cover?**

The total Training fee covers the animation of the opening and closing events by experts, the 7 Audio-Learning animation and the phone connections, plus the didactic material, including great URL links, PowerPoint slides, PDF documents, QuickTime movies, the book *SELF-Empowerment*, etc..

### **5. How many people can participate?**

You may have as many people join you at your Explorer Club events or at your Audio-Learning sessions as you wish. After we've quoted you for a specific number of participants, there are no additional charges - but your guests must gather together to listen from your phone speaker, or you must have the ability to otherwise distribute our call internally and broadcast our URL connection.

Except where standard and special copyright restrictions are noted, you can share the promotional material, the PowerPoint presentations or notes, etc, with everyone who participates, and share the Audio-Learning tapes or CDs with anyone afterwards too.

### **6. What if we have people from many different locations that want to participate?**

Our fee will cover all the phone lines we decide on. Later, if more people want to join us, you will be charged an additional fee for each phone connection, even if within the same facility. From a boardroom to an auditorium - you may allow as many people as can gather around the agreed phone numbers via speakers and projectors to participate.

### **7. Can we purchase a recording or transcript if someone can't make the conference call?**

A tape or CD will be available for each Audio-Learning session **FREE** and you may share it with persons who missed the session.

### **8. What type of media software do the Audio-Learning sessions require participants to have?**

Our Audio-Learning sessions are delivered live via the telephone to an in-house audience. Sessions are about 90-minutes long and include references to online URLs. We use Adobe© PDFs and/or PowerPoint© presentation and/or QuickTime© audio/video. As some sessions may have an interactive Q&A period in various formats and "homework" assignments, we maintain a follow-up blog for each program.

Some interaction can take place during the Audio-Learning sessions and participants may ask questions at the end of each session, in real-time. This means you'll have to be connected to the Internet, have a web browser, the Acrobat and PowerPoint readers and a QuickTime viewer. These come standard with most PCs and can be downloaded FREE from the Internet.

Also, we'll set up and maintain a blog where the participants from a wide geographic area can log on, ask questions, leave comments and trade information... in virtual time. Participants are sent a copy of the appropriate URL logon page where the PDFs, PowerPoint presentations, QuickTime movies or other material can be downloaded in advance of each session.

You are expected to copy and distribute the documents to everyone participating, at each site, and project the presentation's PowerPoint.

### **9. When do I receive these Audio-Training session materials?**

Once we've agreed on dates, you'll receive a series of emails from us; they include, but are not limited to:

- Confirmation of your participation and agreed teleconference dates;
- Promo reminders to participants (email address list);
- Session curriculum, Audio-Learning agenda, URL with PDFs, PowerPoint presentation, QuickTime movie or more;
- Call-in instructions, including dial-in # and event password code (if necessary) will come 1-7 days prior to each session;

We'll email you the Audio-Learning session dial-in number along with the session web site URL at least one (1) day before the audio session. If the session is to be broadcast on a Monday you'd receive your email the previous Friday, or sooner.

### **10. What should I do if I don't receive the materials in time?**

To avoid complications in receiving the material just make sure you provide a valid email address with your registration.

If you have not received the session materials and dial-in instructions prior to the day the call is scheduled, phone or Skype the Consult-IIDC Offices immediately at (514) 481-2835 (Skype: Don\_Lorenzo2) or email [info@consult-iidc.com](mailto:info@consult-iidc.com).

We'll get you the information ASAP – but please try to call/write at least one hour prior to a session.

### **11. When can I expect the session CD or companion ebook?**

A CD (or tapes) of your Audio-Learning broadcast will be sent to you within 14 days after the session. If that session includes an ebook, it'll be sent at the same time.

### **12. What if half-way through I'm not satisfied with your Audio-Learning format or what if it doesn't suit my learning needs?**

Your satisfaction is 100% guaranteed! Mentorship is based on wanting the mentor's advice.

If you're not satisfied with the quality of our Audio-Learning agenda let us know. We'll discontinue your subscription, and apply any fee you may have paid to a future educational event with us.



***Okay - so what topics does the program cover?***



**Tell me about the learning agenda?**

The nature of heuristic learning is cumulative. Considerable learning will be unleashed by each session and participants will acquire data from many others sources. The accumulation results in empowerment.

The program consists of one session on the power of heuristic learning, and on prosperity and success in the digital age, 2 sessions on self-motivation, 2 sessions on strategy, 2 sessions of creativity in business and a synthesis.

The teleconferences will transfer the following learning agenda (and a bunch of allied information).

**SESSION 1 : AT THE EXPLORER'S CLUB (Kickoff event)**

- Exploring entrepreneurship and economic law
- The Internet and its 8 metaphors
- I, Inc. – Prosperity incubation via an empowering "springboard story"
- The sphere of awareness: Stalking a BIZ\* in cyberspace
- Virtual space, virtual time, real energy
- LEAN™ Improving
- The virtual community and its niches
- The virtual economy and its affiliate programs
- A creative imperative and global need
- Nature's law: Survive and prosper.

**SESSION 2 : THE POWER PRINCIPLE AND SUCCESS**

- The successful career: "I", "not-I" and "I, inc."
- Self-actualization - Its concepts and definitions
- The effect of paradigm on perception: "I", others and culture;
- The « master strategist » has 3 forms of capital
- Opening your mind to greatness
- Your 2 spheres of influence: Personal power and persuasion
- The use of heuristic devices and mimicry

### **SESSION 3 : MOTIVATION IN THE SELLER-BUYER GAME**

- Sales people: Ambassadors of Innovation and Prosperity Pro\$
- The 8 ways that Pro\$ "self-sabotage"
- Transpersonal motivation: Ordinariness and greatness
- The whole-brain and its "future" neural circuits
- Gathering buyer intelligence: The «Inner-Radio»
- Self-management and the power to persuade
- Beyond neurons: The 5 roles of a creative thinker
- Nature's rule for developing « client capital »

### **SESSION 4 : MOTIVATED CREATIVITY 1-10, THE SCIENCE**

- The known, the unknown, the unknowable... and the new
- Pragmatism and the 6 principles of creative motivation
- Management by objectives
- Objective subjectivity: 10 steps to mastering your « self »
- Self-actualization and Ideals: Doings and not-doings
- Nature's rules : On power and empowerment
- The value of transactional energy
- Your piece of the «P.E.I.» (Personal Economic Incubation)

### **SESSION 5 : STRATEGY AND EMPOWERED COMMUNICATIONS**

- In the Yin/Yang, "yinnners" are winners
- The AHA moment and the concept of "creative capital"
- The "unique selling position" - « I, inc. »
- Territory, prospecting and solicitation in a digital age
- The new economy and the need for instant communications
- The 9 main considerations for building rapport
- The top 9 realizations in taking a sales position
- The 4 steps to convincing another person
- Growth: From one to "niches" to global markets

### **SESSION 6 : STRATEGY & PERSUASION**

- 4 conditions in a successful communication
- E\$P© - Education, \$ales and Persuasion
- The psychometrics of personality - Synergism
- DNA - Direct Noosphere Advertising... the «power» to persuade
- The 4 reasons to engage a client in physical movement
- 3 ways of generating client commitment
- 10 key ideas on describing ideas/products/services
- The 9 most powerful facets to fashioning an offer
- The "eyes" have it

### **SESSION 7 : CREATIVITY, LEADERSHIP & THE BIZ©**

- BIZ© - Your Brand Identity Zone
- Changing minds and playing the game: The quality of your life
- Creating intent and the abstract core: Altruistic self-interest
- There are 2 rules to becoming creative and empowered
- The science of negotiation
- The art of stalking and the "mastery of intent"
- Dreaming, seeing and « intending results »
- The 3 precepts and 7 principles that make great leaders
- Dreaming and the creative spirit... in the business jungle

### **SESSION 8 : SELF-EMPOWERMENT & THE GAME OF LIFE**

- The reluctance to be great
- Self-management and "quantum time"
- Motivation + Creativity = Possibility -> Prosperity
- Crossing the boundaries of affection
- Creating commitment: 11 ways to "conclude" an accord
- Forbearance - The offer they can't refuse
- 10 important facts that seal a deal
- The Sorcerer's Seal... a sure-fire clincher
- How to develop « passion» as an attractive force

### **SESSION 9 : AGORA AT THE EXPLORERS CLUB (Closing event)**

- Leadership as a lifelong learning
- Value-driven by « deep wisdom »
- Mind expansion – Life extension – Time migration
- R.O.I.\* - The fruit of the labor...
- The Way Of Jaguar-kings (-queens)
- Power from passion

***Yes I want to benefit from that learning agenda! What do I do now?***



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Thanks for your interest