



*Empowerment
Institute*

CERTIFICATION PROGRAM

Empowerment Institute is a three-part professional training leading to certification. It is based on David Gershon and Gail Straub's world-renowned work on empowerment and their mastery of personal growth facilitation developed over the past three decades. Their empowerment model is considered by many to be the state of the art in transformational technology. Each participant specializes in one of the six empowerment tracks and is assisted in developing a successful business or career application.

➤ PART ONE

The Institute begins with a 3 1/2-day training in which you learn the empowerment model, methodology and personal growth facilitation skills, and apply them to the project you have selected.

➤ PART TWO

In part two, you return home and work within your chosen track aided by Gail or David's coaching and a master class.

➤ PART THREE

After completing your empowerment project, you reconvene for a final 4 1/2-day training to debrief your experience, learn from the groups' best practices and develop your marketing plan. Finally, you participate in David and Gail's acclaimed personal development training program, the *Empowerment Workshop*. You will benefit personally and professionally as you observe the empowerment tools skillfully applied.

➤ CERTIFICATION

After successfully completing the three-part certification program, you will receive a certificate recognizing your accomplishment as an **E M P O W E R M E N T P R A C T I T I O N E R** in the track in which you have specialized.



(Visit www.empowermenttraining.com for videos clips and more information.)

➤ **TRACK 1: EMPOWERMENT LIFE COACH**

David Gershon and Gail Straub have applied their unique expertise to develop a state-of-the-art coaching program. Clients design their entire life over twelve sessions based on the successful Empowerment Workshop curriculum. It allows coaches to market an actual coaching product as well as themselves. Since clients sign up for a twelve-session coaching program, it makes marketing time- and cost-effective. And once a client has finished the twelve sessions, they are predisposed to continue working with their coach to manifest these visions and create the next ones. This coaching program is for both experienced and new coaches. It also lays the foundation for those who wish to transfer these skills to executive coaching.

➤ **TRACK 2: EMPOWERMENT WORKSHOP TRAINER**

Gail Straub and David Gershon's acclaimed Empowerment Workshop is considered the most effective personal growth training available in enabling participants to envision and create their life dreams. You will learn how to lead this profound personal transformation training. This turn-key training can be used in both conventional personal growth settings as well as those where people face severe life challenges or systemic disenfranchisement.

➤ **TRACK 3: TRANSFORMATIONAL TRAINING DESIGN AND EMPOWERMENT FACILITATION**

David Gershon and Gail Straub are masters in the art of transformational training design and empowerment facilitation. The Institute will assist you in creating a transformational training based on your unique content or adding a personal development component to an existing program. A transformational design combined with empowerment facilitation will enable significant learning and growth outcomes unavailable through conventional approaches to education.

➤ **TRACK 4: THE PRACTICE OF EMPOWERMENT IN ORGANIZATIONS: DEVELOPING TALENT AND CHANGING BEHAVIOR**

In today's highly competitive talent marketplace, organizations that want to attract, retain and advance top talent must be skilled at developing people. And as the rate of change in the marketplace accelerates, organizations are constantly trying to help employees adopt the critical new behaviors necessary to keep pace. The Institute provides consultants and managers with a highly effective and proven methodology to enable talent development and behavior change in organizations. It has been applied by hundreds of change practitioners in organizations throughout the world to achieve measurable results. *(click for more information)*

➤ **TRACK 5: THE PRACTICE OF EMPOWERMENT IN SOCIETY: REINVENTING THE SOCIAL CHANGE FORMULA**

As our social systems become increasingly unable to meet the stresses placed upon them, a need is arising in society for profound transformative change. Empowerment Institute has developed, tested and evolved a transformational social change strategy which we call social change 2.0. It has successfully deployed it in the public and civic sectors of society and built the capacity of thousands of change leaders who have influenced millions of people. The Institute provides social entrepreneurs, non-profits and public sector agencies with the tools, templates and design expertise to integrate this transformational strategy into their change initiative. Alternatively, you can get certified in leading one of Empowerment Institute's community transformation programs: Livable Neighborhoods, Water Stewardship or Disaster Resilient Communities. For more information, visit www.empowermentinstitute.net.

➤ **TRACK 6: THE PRACTICE OF EMPOWERMENT AND GLOBAL WARMING**

The challenge of our time is how to help humanity successfully respond to the climate crisis. This will require nothing short of a fundamental transformation of our communities, businesses and personal lives. Empowerment Institute has developed a highly successful set of tools for environmental behavior change and community empowerment. Over the past two decades, it has used these tools to help several hundred thousand people in hundreds of communities throughout the world reduce their environmental footprint by 25%. These empowerment tools have now evolved into the Low Carbon Diet behavior change program, Cool Community Campaign and Global Warming Café. For those who desire to help communities or individuals reduce their carbon footprint, Empowerment Institute offers two certification opportunities: our Cool Community Leadership Program and Low Carbon Diet Coaching Program. For more information, visit www.empowermentinstitute.net/lcd. *(watch video clip here)*



- 1. **EMPOWERMENT MODEL** – *a structure for transformative change*. You learn to help people shift from a pathological worldview to a visionary worldview; from a static to an organic model of growth; and from self-awareness to behavior change.
- 2. **EMPOWERMENT METHODOLOGY** – *a strategy for transformation*. You learn to help people increase self-knowledge so they can discover what’s important to them; translate this knowledge into a workable vision; identify and transform the limiting beliefs that inevitably arise when creating something new; and work with the subtle skills of directed thought necessary to manifest their vision.
- 3. **EMPOWERMENT COACHING** – *the how-to of personal growth*. You learn the five-part empowerment coaching model: intuition, core growth issues, transformational strategy, interventions and personal growth facilitation. The goal of this coaching model is to enable a person to create a new possibility – the “growing edge.” You then learn how to help them manifest this new growth in their life.
- 4. **EMPOWERMENT ARCHITECTURE** – *transformational design*. You learn how to design a transformational experience that accelerates learning and personal growth.
- 5. **MARKETING EMPOWERMENT** – *enrolling people in transformation*. You learn how to communicate the benefits of transformation to your constituency – individuals, organizations or a sector of society. You also develop a marketing plan and enrollment skills.
- 6. **EMPOWERMENT SUPPORT SYSTEMS** – *sustaining growth over time*. You learn and apply the principles of self-support, buddy systems, and affinity groups.
- 7. **EMPOWERMENT WORKSHOP** – *a personal growth training model*. You personally experience the Empowerment Workshop processes and techniques and are provided with the training templates. You also receive instruction in how to apply them to your training or coaching.



In 1981 David Gershon and Gail Straub founded Empowerment Training Programs to explore the question: how do you empower people to grow and realize their full potential? They wanted to shift the focus of personal development from healing the past and fixing problems to focusing on what we want for our lives, our organizations and our communities – and how to achieve it. Enabling people to envision their dreams and bring them to fruition was the heart of the approach they called “empowerment.” The term “empowerment” was new in the vernacular of transformation, as was their approach. This transformational innovation soon began attracting attention.

People came to learn for themselves, their organizations or their communities. They came from around the world. They were a diverse group which included Fortune 500 managers, organizational change consultants, business school professors, coaches, educators, health-care professionals, therapists, non-profit and government executives, community development consultants, social and environmental change advocates, leadership trainers and those wishing to develop a career in personal development training.

Over the years, what evolved was an extraordinary learning community – a global empowerment laboratory. David and Gail then wrote their best selling book, *Empowerment: The Art of Creating Your Life As You Want It*, popularizing their research on empowerment. The writing process brought further refinement to their model and the book’s success attracted yet more people to their trainings. Along the way, Gail and David became master practitioners of personal growth facilitation.

David and Gail continued to evolve their empowerment work by adapting the model and methodology to other initiatives. Included amongst these was a global transformative event created at the height of the Cold War, the First Earth Run. In partnership with the United Nation’s Children’s Fund (UNICEF) and ABC Television, they organized the historic passing of a torch of peace around the world. This simple and profound act of global unity offered at a moment of great fear engaged the participation of 25 million people in 62 countries, the world’s political leadership and, through the media, an estimated 20% of the population on the planet. It was an extraordinary confirmation of the efficacy of the empowerment tools.



Building on this growing body of knowledge and experience in large-system transformation, David applied his empowerment expertise to organizations and communities. His clients included large organizations and cities wishing to create behavior change amongst their constituencies. The versatility of the empowerment tools enabled them to address issues ranging from organizational behavior change, talent development and corporate social engagement to low carbon lifestyles, livable neighborhoods and sustainable communities. Based on this behavior change research, David has written eleven books including his most recent *Social Change 2.0: A Blueprint for Reinventing Our World*, winner of the national best book award.

Gail applied the empowerment methodology to developing an advanced training program that integrated spiritual growth with social and ecological responsibility. This training has become a model for engaged spirituality balancing inner development with outer service. Based on this training, she has written a number of books including the critically acclaimed *The Rhythm of Compassion: Caring for Self, Connecting with Society* and her most recent book *Returning to My Mother's House: Taking Back the Wisdom of the Feminine*.

And the results from this research and application ... a robust and rigorously tested transformational model was built that stood the test of time. While they were now recognized as leading authorities on empowerment and their work had grown widely, David and Gail realized there was a next level. It was to create an in-depth program for the mastery of empowerment and transformational change. In 2001 they established the Empowerment Institute Certification Program to accomplish this. Since then it has attracted a remarkable group of cutting edge change agents and social entrepreneurs from all over the planet dedicated to transforming our world—one person, community and organization at a time.



E M P O W E R M E N T I N S T I T U T E
P A R T I C I P A N T F E E D B A C K

"The Empowerment Institute is the most powerful, results-oriented training program I have ever encountered. I have integrated the empowerment architecture into everything I do, from development of community leadership in my work to relationships with my colleagues, family and friends. It's now like breathing."

Jeff Nugent, CEO, Development Training Institute

"The Empowerment Institute provided me with powerful tools to introduce and facilitate transformation with the people and governmental organizations with which I work. These versatile tools have also transformed the way I lead meetings, build teams and interact with colleagues."

Montserrat Meiro-Lorenzo, Senior Health Specialist, World Bank

"David and Gail's masterful facilitation of the Empowerment Institute enabled me to transform my vision of creating empowering work cultures into reality. The empowerment process, taught and modeled with integrity, is a powerful instrument in harnessing employee potential. In using this process with one organization, the General Manager said, the behavior changes she witnessed from the workshop participants were dramatic. Now she wants more!"

Elizabeth Soltis, Organizational Development Consultant

"The Institute provided me with the skills, knowledge, time and space to create a vision for my classroom and my teaching and to bring it into reality. My classroom is a different place to be. Thank you!"

Debra Breger, 6th Grade Science Teacher

"I just love the empowerment life coaching program. The way you have designed it enables real transformation. I am amazed by the immediate results it achieves in people's lives. I am building my clientele fast. I got 13 new clients and earned back my investment three times over within several months. Of course, it is through my own enthusiasm and belief in the excellence of this program that I created these results."

Isis Saris, Life Coach and Organizational Consultant

"Even though I was already a coach, the Empowerment Institute was a wonderful addition to my practice. It propelled me forward in mastery and has enabled me to propel my clients forward to even greater levels of growth."

Pat O'Connor, Life Coach

"The Empowerment Institute expertly guided me in creating an executive coaching program which I utilize regularly now with executives in corporations, universities and government. In the first year I sold 10 (6 month) programs. The level of engagement and commitment by the sponsors and the coachees was the highest I have ever seen in executive coaching. The Institute's deep expertise in empowerment coaching and in program design were instrumental in creating the program and its success."

David Gruner, Executive Coach

"This certification is a must for all social change agents. It is a true cutting-edge technology in community empowerment that really works. Thank you, David and Gail, for your work. The communities I serve are better for it."

Netrisa Dockery, Community Organizer

"The Empowerment Institute provides a priceless road map for societal transformation. It is refreshing to find a body of work that really delivers. I have been blown away by the effectiveness of this model!"

Rha Goddess, Artist, Activist & Founder of The Next Wave of Women & Power

FEEDBACK ON DAVID GERSHON AND GAIL STRAUB'S
EMPOWERMENT WORK

"In my role heading the Organizational and Individual Development function globally for Honeywell, I have either taken or evaluated most training programs aimed at individual or organizational change. The empowerment work of David Gershon and Gail Straub, however, was profoundly different. I was deeply impressed by the elegance of the methodology they have honed over several decades including their training design and delivery. I continue to rely on the empowerment model as a foundation for my work."

Elaine Millam, President, Workwise Coaching and Consulting

"I consider the Empowerment Workshop and Transformative Leadership Training life changing experiences that still continue to have a great impact on me."

John Mackey, Founder, Chairman and CEO Whole Foods Market

"The Empowerment Workshop profoundly affected my life. It gave me a foundation of self-trust that I needed to create my business. I have no idea how I would have believed I could do this without the reinforcement of the empowerment model."

Christiane Northrup, MD, Author of Women's Bodies, Women's Wisdom

"David Gershon proved he is truly a visionary in moving individuals to higher levels of performance, specifically within our complex organizational system. He helped my team through an intense, personalized learning experience using his unique transformational learning approach. David and the highly effective set of tools of his Empowerment Institute helped produce significant, measurable and sustainable behavior change within our team. He built our consulting skills and worked with us to leverage our collective talent and create business results. Through David's work, this team now has daily practices focusing on their vision. We are empowered!"

Bob Franco, Vice President Human Resources, American Express Company

"David Gershon is one of the heaviest hitting and most highly respected management consultants in the nation. He goes beyond inspiration to transformation. He helps clients achieve the results they want."

Ed Sheehy, Manager, Entergy Corporation

"...Gail Straub speaks with a voice of total authenticity, great compassion, and a seasoned understanding of all the challenges, joys, and dangers that one is likely to encounter along the path of service. Her {work} can change your life and expand your vision for what you are here for."

John Welwood, Author of Love and Awakening, Journey of the Heart

"Gail Straub is always fostering the quiet light of hope...She has lived the questions she explores... disclosing so many of the secret bridges between the inner hemisphere of the soul and the outer world of action. Gail's touch is sure as she grounds both worlds..."

John O' Donahue, Author of Anam Cara: A Book of Celtic Wisdom

EMPOWERMENT TRAINING PROGRAMS

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> PART ONE

JANUARY 6 - 9, 2011

Training held at the historic Delamater House and Conference Center in the charming village of Rhinebeck, New York. Training begins with dinner Thursday, January 6th, and ends at 6:00 PM before dinner Sunday, January 9th.

> PART TWO

JANUARY 10 - JUNE 7, 2011

After the session in Rhinebeck, you return home to implement your empowerment project. You receive coaching over the telephone from David or Gail.

> PART THREE

JUNE 8 - 12, 2011

Training at The Delamater Conference Center in Rhinebeck, New York. This training begins with dinner Wednesday, June 8th, and ends at 6:00 PM before dinner on Sunday, June 12th.

TUITION for Empowerment Institute Certification

Program is \$3,500 and includes program registration and materials for both trainings as well as support and coaching during the Empowerment Project. Room and board at The Delamater Conference Center: \$1,710 Single Room and Double Room \$1,420. This includes lodging for seven nights (January and June sessions) as well as all meals during the two training sessions. A minimum of half payment for tuition and room and board is due upon registration. Full payment is due on or before December 1st, 2010. Checks and credit cards are accepted.

Please make checks payable to Empowerment Training Programs.

Some scholarships are available on a first come first serve basis.

Refund Policy: Before the Institute begins, \$2,000 of payment is non refundable. After the Institute begins, payment is non refundable if you do not complete program.

Early Registration Discounts:

- 50% Deposit by August 1st – \$500 discount.
- 50 % Deposit by September 1st – \$400 discount.
- 50 % Deposit by October 1st – \$300 discount.

> INFORMATION AND REGISTRATION

Empowerment Training Programs

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WWW.EMPOWERMENTTRAINING.COM

> TO REGISTER

Online: *www.empowermenttraining.com*, bottom of certification program page.
Use This Form: *Please complete the form below and either mail or fax to Empowerment Training Programs as listed above.*

Tuition: \$3,500 > Single Room: \$1,710 > Double Room: \$1,420

A minimum of half payment for tuition and room and board is due upon registration. Full payment is due on or before December 1st, 2010.

Credit cards accepted and checks are payable to Empowerment Training Programs. Map and logistics information will be sent upon registration.

Refund Policy: Before the Institute begins, \$2,000 of payment is non refundable. After the Institute begins, payment is non refundable if you do not complete program.



R E G I S T R A T I O N

You can register by phone, fax, mail or online.

NAME _____

ORGANIZATION _____ TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____ EMAIL _____

PLEASE SELECT YOUR TRACK _____

ROOM CHOICE MEAL PREFERENCE
single double vegetarian non-vegetarian

PAYMENT BY: CHECK (*payable to Empowerment Training Programs*)

 VISA OR MASTERCARD

_____ CARD# _____ EXP. DATE _____

BILLING ADDRESS (IF DIFFERENT FROM ABOVE)

SIGNATURE _____

NAME (AS IT APPEARS ON CARD) _____