

theExact *Word's*[®] Service Offerings

Summary of Program: This patented approach provides participants natural-language strategies for thinking and writing clearly in more than one way. What you learn will prevent your being trapped in information overload or in a communications crisis, bordered on one end by silence and on the other by confrontation.

Axis Seminar:
ThoughtPrint[®] I&II

Program Title: ThoughtPrint[®] I and II: Writing/Critical Thinking Strategies

➤ **ThoughtPrint I**

English as a Binary System with “flippable” elements for saying “what you really mean to say” and adapting to multiple audiences. The “axis” course which explicates the four context patterns in English thinking and writing. An experience which applies to writing, thinking, oral communications, leadership, and decision-making.

➤ **ThoughtPrint II**

Extending the genuine paradigm shift of ThoughtPrint I by addressing complex thought and multiple perspectives simply and accessibly; adding strength-based mastery and strategies for new communications efficiencies.

Summary of Program: This patented approach provides participants natural-language strategies for thinking and writing clearly in more than one way. What you learn will prevent your being trapped in information overload or in a communications crisis, bordered on one end by silence and on the other by confrontation.

Using language well supersedes vocabulary and grammar because English speakers think in “thought packets”[™] which create context in all sentences. These seminars make the thought process into conscious choices for writing and for negotiating with internal and external clients. In that way, theExact *Word*[®] has created easy access to thinking tools for writing as a part of the entire communications process. The “writing process” includes planning, understanding the audience needs, targeting a responsive focus, correctness, follow-through.

Without remedial overtones, the seminar does not espouse a particular style, but begins by having participants identify their unique ThoughtPrints[®] which clarify each individual’s strengths and strategies. The participant walks away having gained a communications system. The hands-on seminars use the writing process in a non-threatening way as a mirror to each person’s thinking habits. Our purpose is not to judge the communications and writing process but to create living skills for effectively and quickly making good decisions and communicating clearly. For the unsteady and the good communicator alike, this system adds tools for creating multiple perspectives which add depth and breadth to the natural thinking pattern of each participant. Participants learn to “think as others do,” and to think in more than one way, to “read between the lines,” to write correctly as well as substantively, and to eliminate the confusion which so often blurs clarity.

Program Objectives:	I: Days 1, 2, and 3	Delivery Format:	Participants gain:
❖ Identify why you think the way you do.	❖ Gain keys for easily expressing multiple perspectives.	❖ 5 Days: One 3-day session; one 2-day sessions	○ A paradigm shift
❖ Understand why and how others think differently.	❖ Master context meaning and identify communications habits.	❖ Intentionally mixed exercises for mastery of speaking, reading, hearing, and thinking.	○ Communications methodology: practice with context patterns, thinking in context, adding strategies to strengths
❖ Understand why thinking differences create communications problems.	❖ Learn why grammar has a binary logic	❖ Discussion. Minimal lecture. Hands-on practice.	○ English as a Binary System with “flippable” elements for saying “what you really mean to say” and adapting to multiple audiences
❖ Practice solutions for communications problems.	❖ Diagnose personal language habits by identifying strengths and valuable strategies.	❖ Seminar Exercise Manuals, <u>ThoughtPrint I and II</u> , Desktop Handbook, <u>Elements of Thought</u> .	○ The “axis” course which explicates the four context patterns in English thinking and writing
❖ Say what you really mean to say.	II: Days 4 and 5	❖ Color-coded highlighter markers as learning aids for tEW’s model.	○ An experience which applies to writing, thinking, oral communications, leadership, and decision-making

- ❖ Address your audience's point-of-view or ThoughtPrint®
- ❖ Fun.
- ❖ Master communications options and all sentencing possible in English.
- ❖ Practice valuable strategies with an intuitive grasp of communications options.
- ❖ Explore immediate changes in communications abilities.

Leadership

Program Title: Maximizing Human Value: Saying the Unsayable; Building Respect and Trust
Program Title: Team-Building: From "Me-ism" to "We-ism"

Summary of Program: Using the preference system (measured in a brief inventory at the beginning of the exercise), as a new tool for communicating, team members will identify team-building problems and strengths. Exploring why team-building presents genuine and legitimate difficulties, participants will learn to see negatives as positives to better utilize team talent. With the technology, teams will begin to solve identified problems immediately by learning to “say the unsayable” in safe, diplomatic terms. Team members learn “to tell the truth in a political environment” without sacrificing integrity to do so. The ThoughtPrint® assists participants to think in a new way, to change negatives to useful positive strategies, and to change "me-ism" to "we-ism" without individuals caving in to others. Action plans and built upon strengths and strategies can end fighting in the workplace. Simply, people feel better and contribute more when they feel positive. Not “touchy-feely,” but substantive, this seminar gives participants a living system to adapt to need “on-the-fly.”

Program Objectives:

- ❖ Identify the strengths and pitfalls of working as an isolated person outside of a team.
- ❖ Describe advantages in working as a team which outweigh working as an individual
- ❖ List problems which isolation creates and which team work could eradicate.
- ❖ Practice seeing negatives as positives.
- ❖ Solve problems in two formats: using ThoughtPrint® strengths, switch to ThoughtPrint® strategies. Both experiences create the opportunity for more than one type of solution.

Delivery Format:

- ❖ 3 days.
- ❖ Fun.
- ❖ Hands-on group work.
- ❖ Minimal lecture.
- ❖ Transparency review of leadership and management styles.

Participants gain:

- Learning to say the unsayable with context tools
- Addressing the organization’s strengths beyond expertise
- Endorsing an atmosphere which encourages innovation, insight, and originality of contribution without violating the mission.
- Building respect and trust
- Understanding critical thinking and how to encourage and harness its benefits

❖ Acquire a permanent team-building tool.

❖ Team Building Workbook, From “Me-ism” to “We-ism”.

○ Identifying intellectual capital, strengths, strategies, and their uses.

❖ Identify individual and team strengths.

❖ Desktop Handbook, Elements of Thought.

❖ Build consensus for an action plan.

❖ Color-coded highlighter markers as learning aids for tEW’s model.

❖ Maintain the dignity and acknowledge the contribution of every person in the group

➤ **Executive Communications: Key to Leadership**

○ Using knowledge-management as a leadership practice, not a computer technology, which gives executives and managers tools for stewarding success

Program Title: Executive Communications: Key to Leadership

Description: Using knowledge-management as a leadership practice, not a computer technology, which gives executives and managers tools for stewarding success means having choices to counter rigidity and to embrace multiple points-of-view on the fly.

Language, thought, communication – all the stuff of modern life – tools we all need. Too often, executives do not learn multiple styles of communication but are thrown headlong into multiple demands for them. What’s the future of language? According to the people who use it well, a threshold, and a level playing field where, as thought turns to sentence, we become equal as we offer our perspectives to every endeavor. As we work and hire globally, we will need to think well, communicate well. Using language by design, we gain a shift in vision; we become more than our default. We learn to think in ways we don’t think. We learn to embrace, invite, and seek multiple perspectives. We begin to realize we cannot work to our fullest potential without them. As executives, however, we have an even greater challenge: transfer those skills through leadership to our organizations. This course tells you how.

Program Objectives:

❖ Discover and uncover organizational objectivity

❖ Redefine your view of the organization’s strengths

❖ Become unstuck

❖ Help your managers and employees get along in new, fresh ways

❖ Gain tools for assessing context beyond words

❖ Redefine performance assessment

❖ Learn to read between the lines

❖ Address if managers hire and promote those who think as we do

❖ Redefine creativity

❖ Find fresh perspective and originality

❖ Draw upon the organization’s intellectual capital

❖ Learn to negotiate differences for everyone’s buy-in

Program Design:

❖ 3-Day

❖ Learn patented methods for communicating and redefining context

❖ Counter rigidity with an ability to “flip” point-of-view

❖ Address specific problems and keys to language patterns

Organization Development

➤ **Total Organizational Development - Shift Your Vision for Leadership and Change**
Organization Development

Program Title: Total Organizational Development - Shift Your Vision for Leadership and Change

Summary of Program: This experience provides organization-development tools to see multiple perspectives, “get unstuck,” and replicate these skills across the organization with critical thinking and other communications skills. The LA Times in June, 2008, and the Aspen Institute Conference in September, 2008, for example, pinpointed critical thinking as the benchmark for corporations who hope to lead global competition. Training, executive and employee buy-in, living-document benchmarking, and identifying intellectual capital all contribute to critical thinking excellence, but they require tracking. Because good training cannot occur in a vacuum, executives, managers, company leaders in this course will tie the context of the organization to critically beneficial efficiencies and growth. Creating benchmarking tools will jumpstart participants to articulate and plan the connection of employee growth to workplace goals and missions. Tools such as ThoughtPrints, ThoughtMaps, and seeing the big picture across the organization projects the right kind of return-on-investment. The technology in this seminar includes an objective and malleable definition of context combined with the brain's ability to interpret multiple perspectives. Communications crises occur when people do not see eye-to-eye because people have varying priorities and strong but differing needs for solving problems. This course carries long-lasting utility because provides participants natural-language tools and thinking processes in very flexible ways to strategize the organization’s strengths with harnessed diversity of thinking.

Program Objectives:

- ❖ Gain skills of analysis and synthesis for understanding people and tasks from more than one point-of-view and diplomacy without sacrificing standards
- ❖ Use the paradigm shift concept as a concrete tool, not simply an abstract theory.
- ❖ Balance micromanagement and big-vision goals.
- ❖ See multiple perspectives.
- ❖ Increase analytical comprehension.
- ❖ Read and think in more than one way.
- ❖ Increase critical and original thinking.
- ❖ Acclimate to change.
- ❖ Increase your tolerance of difference.
- ❖ Tie “bottom-up” benefits to the mission
- ❖ Turning communications barriers into bridges

Delivery Format:

- ❖ 3 Days
- ❖ Visual aids and a color-coded system which have a uniquely fun and, at the same time, very substantive purpose.
- ❖ Hands-on group work.
- ❖ Minimal lecture.
- ❖ Transparency review of leadership and management styles.
- ❖ Seminar guidebook, Shift Your Vision.
- ❖ Desktop Handbook, Elements of Thought.
- ❖ Color-coded highlighter markers as learning aids for tEW’s model

Program Title: Organizational Development for Medium-Sized Groups 15<45 - Top-down from the bottom-up – You Should Just Know

Summary of Program: How can people become “unstuck,” address communications barriers, communicate well consistently? With the communications crisis in the English-speaking world continuing, professionals need accessible tools. But, needing negotiating tools for internal and external clients, for informal leadership, for presentations, for writing proposals, for interpersonal bridges can seem daunting if each need requires a different set of tools. This course offers one set of tools for all those needs. This course will help participants map their way through the communications thickets. Participants will identify their ThoughtPrint strengths, will begin to see that working in groups requires as much diversity of thinking as possible in order to manage our working relationships with others and to make communications more clear and efficient than seems possible. We do have a communications crisis in the English-speaking world, not from an influx of foreign languages, but from differing thought patterns among English speakers. Participants will learn strategies to augment individual strengths and to guide us in bridging our differences to optimize our potential for any communication needs.

Program Objectives:

- ❖ Identifying specific group needs
- ❖ Comparing group strengths to the mission as well as to group needs
- ❖ Identifying specific group strengths
- ❖ Defining communications barriers within the group or across external groups
- ❖ ThoughtMapping human capital
- ❖ Tracking and drawing upon intellectual capital
- ❖ Tailoring tEW’s tools to management’s performance appraisal, approaches to individuals, addressing common goals and individual differences

- ❖ Planning, tracking, and growing communications across organizational divisions
- ❖ Adding communications efficiencies
- ❖ Understanding and strategizing individual differences into organizational strengths
- An experience in what’s possible
- Comparing executive, senior and middle-management vision with work groups across the organization
- Benchmarks in living documents
- Tracking change
- Internal and external client communications and negotiation
- A management-overview sampler of **theExact Word’s®** offerings either for solutions to existing problems and/or providing staff training

Delivery Format:

- Venting and vetting
- Group facilitation, specializing in difficult groups or topics, risk-aversion and “politically” difficult discussions
- Approaching solutions with a theme of "someone finally asked
- A strengths-based opportunity to express insights without retribution.
- Group facilitation, specializing in difficult groups or topics, risk-aversion and “politically” difficult discussions

➤ **Organizational Development for Small Groups <15 – Someone Finally Asked**

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Communications

➤ **Unification: The Challenge of Inclusion**

- Addressing differences with beyond externals
- The seminar expands the definition of diversity: how to assess thinking styles, how to draw on organizational strengths, how to turn communications barriers to bridges
- (This service also offers a model from President Clinton's One-America Racial Initiative adaptable to strategic organizational planning)

Communications

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Summary of Program: In the workplace, differences among peers can be shocking. Several personality inventories such as Myers-Briggs sensitize workplace employees as to how people are different, without being better or worse with any preference. theExact *Word's* seminar broadens the definition of diversity in three ways.

- 1) cultural differences: this seminar addresses differing cultural customs and mores which may influence how we work together;
- 2) diverse skills: develop “inner” skills for high-performance standards and “Outer” skills for excellence in communication;
- 3) thinking pattern differences: the ThoughtPrint system provides strategies to add to individual strengths. theExact *Word's* ThoughtPrint technology provides two insights:
 - A. reflects our true diversities while
 - B. serves as a tool to bridge diversities.
 - C. In other words, our workplace diversities rise far less out of our ethnic, gender, educational, religious, or socio-economic backgrounds than from the fact that we think differently.

Learning to welcome diversity gives everyone “buy-in” and creates a welcoming environment for diverse contribution of ideas and experience. Our thought patterns are our true diversity, not our circumstances. Welcoming that inherent diversity in the workplace utilizes a treasure of insight as a business tool which increase productivity because the human resources becomes increasingly valuable for Best Practices, Lessons Learned, institutional history, initiatives, and productive peace in the workplace.

Program Objectives:

- ❖ Gain multiple options for communicating well
- ❖ Increase productivity
- ❖ Become a diplomat
- ❖ Use multiple communication styles
- ❖ Answer the question, “Why should I change?”
- ❖ Think in more than one way
- ❖ Express implied meaning
- ❖ See from another person's point-of-view or cultural perspectives
- ❖ See workplace problems as challenges instead of barriers.

Delivery Format:

- ❖ 3 days
- ❖ Fun
- Hands-on group work
- Minimal lecture
- Overview of leadership and management styles
- Seminar exercise manual, *Understanding Diversity*
- Desktop Handbook, *Elements of Thought*
- Color-coded highlighter markers as learning aids for tEW's model

Program Title: From All Angles: Thinking in Ways You Don't Think

- o Solutions for communications “won’t” and “can’t”
- o An experience in using multiple thinking styles
- o Emphasis upon change-management and knowledge-management tools

Description:

Assume that people come to work with a combination of skills, values, knowledge, and styles. Plus, almost everyone wants to do a good job, to contribute, to earn acknowledgment, to advance, and thus have developed excellent “inner” technical skills. With these combined factors, leadership should be easy!

But, people disagree about “how:” How to use their qualifications, how to reach goals; how to determine personal standards; how to best communicate with others. The clash of “how” particularly affects communications and has created a communications crisis in the English-speaking workplace because “outer” skills need further training. Managers understand: they become experts in their fields but no one trains them to deal with people.

For management and leadership, reaching the mission requires first resolving the differences of “how” while alchemizing differences into useful, opposing point of discourse. Without knowing how to reach and respect genuinely different styles and commensurate standards, a kind of “can’t/won’t” syndrome develops which leaves people stuck in misunderstanding.

This course addresses tools for seeing the “other” view. What we perceive in others as “won’t” responses often really means “can’t”. If we can learn to see another view, we gain a set of choices that change “can’t” to “will.” Well-used, the English language offers a consistent tool to reach these goals, including an approach for managers to gain insight into amalgamating how people actually think differently into real team resources.

Objectives

- ❖ Utilize a ThoughtPrint inventory to assess diverse thinking
- ❖ Learn to improve negotiations styles
- ❖ Define communication
- ❖ Identify style and style differences
- ❖ Reinterpret information with more than one emphasis
- ❖ Help staff and peers to recognize when their strengths become communications barriers
- ❖ Turn “can’t and won’t” into “can and will”
- ❖ Address knowledge-management brokering and change-management benchmarks
- ❖ Learn to say “the unsayable” diplomatically
- ❖ Address unifying teams internally across the organization
- ❖ Learn to improve negotiations and consensus
- ❖ Help staff and teams to develop “outer” communications skills
- ❖ Learn how the architecture of English context contributes to amalgamating different thinking styles into shared strengths

Program Format:

Personal Development and Interpersonal Communications

➤ **Leadership Lab**

- o Feedback for individuals: coaching in communications, speaking, writing, team-work and informal leadership practices in the work place

➤ **Anger: Default or Decide**

- o Identifying individual patterns which trigger anger
- o Using language to defuse those patterns
- o Understanding the health in initial angry reactions
- o “Repatterning” responses

and won’t” into “can and will”

Address knowledge-management brokering and change-management benchmarks

Learn to say the “unsayable” diplomatically

Address unifying teams internally across the organization

Learn to improve negotiations and consensus

Program Format

3 days

Visual aids and a color-coded system which have a uniquely fun yet substantive purpose

Hands-on group work, minimal lecture

Seminar guidebook, *Thinking In Ways You Don't Think*

Help staff and teams to develop “outer” communications skills
Learn how the architecture of English context contributes to amalgamating different

- o Solutions for communications “won’t” and “can’t”
- o An experience in using multiple thinking styles

Emphasis upon change-management and knowledge-management tools

Writing Courses: Revolutionizing writing processes

- **Elements:** A binary approach to grammatical training and mechanics refresher, making sterling grammatical usage both easy and logical
- **Loss of Genius:** Targeting professionals who do not write well enough for promotion or for showcasing their own abilities and expertise
- **Pre-Thinking:** Critical Thinking and Pre-Planning

Program Title: The Elements A binary approach to grammatical training and mechanics refresher, making sterling grammatical usage both easy and logical

Summary of Program: This idea that a mechanics refresher could possibly be logical, fun, and permanent is, in itself, a revolution. In fact, this course does all of those things. As a seminar, it has two purposes. As a stand-alone, it serves as a grammar and mechanics refresher while switching the participants’ paradigm about language. As part of a series, with ThoughtPrint® I and II, it reinforces how to generate thought. Because English has an underlying logic, with no exceptions, all of the past grammatical exceptions vanish with this seminar. Participants learn how to see and utilize the rule-governed architecture lying beneath the surface of language. Everyone who speaks English already has a mental preparation for this course. The course has no remedial overtones yet successfully serves anyone with wavering confidence for communicating or well-practiced skills.

In the end, you can relax about all the mysterious grammatical terms you never understood, or, if you have always understood them, you can see others around you gain expertise so that you don’t have to explain (endlessly) or correct others’ work for them.

This seminar treats English as it actually operates in groups of words, clarifies the original Latin grammar exceptions, and provides you with an easy, permanent understanding of English grammatical logic to help you permanently with correct grammar and the reasons why!

Program Objectives:

- ❖ Revolutionize your use of English as a mental editing system. ❖ 3 Days.
- ❖ Learn to use English as a binary system. ❖ Fun.
- ❖ Eliminate exceptions in English. ❖ Discussion.
- ❖ Uncover the underlying logic of language. ❖ Minimal lecture.
- ❖ Match thought to wording. ❖ Hands-on practice.
- ❖ Eliminate grammatical questions and permanently learn the grammar you may never have learned or re-learn it in a useful way if you learned it well. ❖ A work book suitable for class interaction and self-paced review subsequent to the seminar.

Delivery Format:

- ❖ Seminar Exercise Manual, Elements of Writing.
- ❖ Desktop Handbook, Elements of Thought.
- ❖ Color-coded highlighter markers as learning aids for tEW’s model.

Loss of Genius: Writing for Advancement

- **Loss of Genius:** Targeting professionals who do not write well enough for promotion or for showcasing their own abilities and expertise

Summary of Program: This course is for any staff members who feel trapped without the writing skills for promotion possibilities. One of the most remarkable changes in the workplace today affects the non-executive staff occupations. Flattening the organization, team-building, and downsizing have impacted the non-executive staff so much that in many cases these positions may be replaced by computers. The elimination of this part of the workforce has serious ramifications for everyone in that occupational code but also for the workplace culture itself. In other words, everyone will need to have confidence in the mechanics of language and well-generated writing skills which address multiple perspectives. Besides training in these areas, Writing for Advancement trains participants to think more clearly.

In the end, this seminar strives to restore your genius, your unique abilities, to your job and your career. Gaining confidence alone can revolutionize your day and your future options. English is actually easy and not full of exceptions and impossible to use!

This course aims to help you to gain insight into your natural strengths, to add immediately useful strategies, and to show you how to appeal to others' thinking styles while remaining correct and unified in your sentencing.

Program Objectives:

Delivery Format:

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| <ul style="list-style-type: none"> ❖ Learn to use writing to break any vicious cycle that you may professionally or personally find yourself in. ❖ Break a technological mindset that may have interrupted natural language flow. ❖ Use dimensions of thought as strategies for generating writing. ❖ Write and communicate by design. ❖ Gain confidence. ❖ Learn to communicate to meet any promotion standards that would open opportunities for your advancement. | <ul style="list-style-type: none"> ❖ 4 Days: Optional offering, one day per week, four weeks. ❖ Fun. ❖ Discussion. ❖ Minimal lecture. ❖ Hands-on practice. ❖ Self-paced exercises. | <ul style="list-style-type: none"> ❖ Short writing samples. ❖ Seminar Exercise Manual, <u>Writing For Advancement</u>. ❖ Desktop Handbook, <u>Elements of Thought</u>. ❖ Color-coded highlighter markers as learning aids for tEW's model. |
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- **Pre-Thinking:** Critical Thinking and Pre-Planning
- **Windows for Growth:** Performance Appraisal
 - Including positive suggestions and solutions
 - Addressing employee styles in appraisal writing
 Saying difficult negatives diplomatically