ASSOCIATES

Facilitating a culture of participation

Power of Image Change

Empowering Images, Values and Behaviour

Organizations often require values and behavioural change from within. Support individuals in that shift from personal fear to motivating challenge. Practice the theory, methods and tools that drive success. Create the empowering culture you need and learn how ToP methods from ICA Associates, based on decades of research, can help you in all situations, and why they work so profoundly. Unlock creativity, innovation, teamwork and courage with the most powerful tools and methods available today. Promote an understanding of and affirm the elusive human element that goes far beyond emotional intelligence.

The tools and processes in this course are transferable to all disciplines and are essential for supporting any type of change.

- Become a powerful facilitative leader, comfortable with your own struggles and those of your group.
- Apply innovative methods to support behaviour change.
- Enhance motivation to action and reduce discouragement.
- Equip yourself with deeper insight into the important linkages between philosophy, values, images and behaviour.

Course agenda

DAY ONE	DAY TWO
IMAGES AND BEHAVIOUR • Experiences of transformation; • Imaginal Education: the link between images and behaviour.	**DESIGNING TRANSFORMATION** • Diagnosis and design process; • Designing meetings and workshops.
EFFECTIVE IMAGE CHANGE • Image shifting experience; • Phases of image change; • Shifting images exercises.	**TRANSFORMATIONAL ENVIRONMENT** • Facilitating difficult situations; • Applications.

You will gain:

- ✔ Skills to deepen your facilitation.
- ✔ An ability to motivate positive action.
- ✔ Tools to find and respond to unhelpful behaviours.
- ✔ Understanding of transformative processes.
- ✔ Stronger connections between techniques and principles.
- ✔ Tools that reinforce positive image and behaviour.

The dates of all courses, and registration can be found online at:
https://ica-associates.ca/courses/power-of-image-change/

Good facilitation can result in good products. Extraordinary facilitation leads to positive changes in how people see themselves and each other and results in meaningful behaviour change. This course shows how to facilitate groups that need empowerment or have dysfunctional behaviour patterns, and for shifting those patterns.

Learn how to:

- Reframe facilitation as a transformation skill
- Apply facilitation methods to support behaviour change
- Find the sources of unhelpful behaviours
- Equip yourself with deeper insights into facilitation methods.

The processes in this course are at the core of ICA's Technology of Participation ToP™. They are transferable to all disciplines and are essential for supporting change.

This course is part of the **Facilitative Leadership Program** and the **Advanced Facilitator Program**.

PRICE: $1,445.00 + HST

PREREQUISITE: Group Facilitation Methods

REGISTER ONLINE AT https://ica-associates.ca/courses/power-of-image-change/

Available as a classroom **In-Person (IP)** course, a scheduled **Live-Online (LO)** course

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For more information or to register, please contact us at:
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