



Integrative Mastery Programs

MASTERING THE BRILLIANCE WITHIN



Defining Your Real Value Proposition, and How to Most Effectively Promote It

This workshop identifies individual and organizational Value Propositions for success. This seminar also defines the successful pathways for implementation of your Personal Value Propositions.

Value Propositions

“Value” is one of the most over-claimed and least understood terms in modern society.

Many questions arise over the term “value”:

- What exactly is it?
- Is it an objectively recognizable phenomenon?
- Is it intrinsically personal and subjective?

To understand “Value” is the obvious beginning point to understanding and creating a successful “Value Proposition”.

What is a successful “Value Proposition”, and what are its consistent features that enable you to offer it in your business?

And, beyond the realm of business, where else might it be in your interest to have an effective and successful “Value Proposition”?

- In your Marriage?
- In your Health?
- In your Friendships?
- In your Health?
- In your Personal Psychology?
- In your Spirituality?

Our IMP course guides you to discover your “true” Personal Value Proposition (PVP) to use in all areas of your life.



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Promoting Your Value Proposition

Now that you are aware of your PVP, how do you most effectively “Promote” it?

The reason the term “Promote” is in quotes is that we may choose to view it in many ways. Promotion is, in the most general sense, not exclusively a commercial term for marketing departments in business. It is equally valid in any context whereby something is advanced or endorsed out of a desire to have others identify value.

For instance:

- Promoting a cause such as racial tolerance
- Promoting a political candidate for office
- Promoting an idea for consideration
- Etc.

How does one “Promote” their individual “Value Proposition” effectively in business, as well as the other domains of life? What are the tools, attitudes, and processes for answering all of the questions above?

This workshop answers these questions in an actionable way to empower you to discover your PVP answers.

How valuable would it be to your occupation, career, personal relationships, health, etc. if you knew your unique “Value Proposition” is in life, and how you could expose others to the benefits of it?

How would it affect your:

- Income?
- Self-esteem?
- Relationships?
- Sense of Purpose?

Find out what your “Value Proposition” is and how to effectively promote it by participating in this wonderful workshop! Contact us to see how we can make that happen for you!