



EVENT DESIGN
TRUSTED ADVISOR

EDC Trusted Advisor Program Details		Duration (minutes)	Video	Worksheet	Audio Book	Total Duration of Module (Hours)	Completed
Step 1	Module 1: Design to Change					3:38:00	
	1.01 DESIGN TO CHANGE WITH RUUD & ROEL: INTRODUCTION & HORIZONS OF CHANGE						<input type="checkbox"/>
	DESIGN TO CHANGE AUDIOBOOK: INTRODUCTION	10:38:00	10:38:00				<input type="checkbox"/>
	WORKSHEET INTRO	15:45:00			15:45:00		<input type="checkbox"/>
	WORKSHEET INTRO – OUTCOME REPORT	0:45:00		0:45:00			<input type="checkbox"/>
	DESIGN TO CHANGE AUDIOBOOK : CHAPTER 1	1:00:00		1:00:00			<input type="checkbox"/>
	Chapter 1 - Horizons of Change - DESIGN TO CHANGE	21:45:00			21:45:00		<input type="checkbox"/>
	DESIGN TO CHANGE AUDIOBOOK : CHAPTER 1	1:24:00			1:24:00		<input type="checkbox"/>
	Paul Rulkens - Exec Perspective- 1) Horizons of Change	4:00:00		4:00:00			<input type="checkbox"/>
	WORKSHEET 1: HORIZONS OF CHANGE	1:00:00		1:00:00			<input type="checkbox"/>
	WORKSHEET 1 – OUTCOME REPORT	8:20:00	8:20:00				<input type="checkbox"/>
	1.02 DESIGN TO CHANGE WITH RUUD & ROEL: A MATTER OF PERSPECTIVE						<input type="checkbox"/>
	DESIGN TO CHANGE AUDIOBOOK: CHAPTER 2	26:38:00			26:38:00		<input type="checkbox"/>
	Chapter 2 - A Matter of Perspective - DESIGN TO CHANGE	1:27:00			1:27:00		<input type="checkbox"/>
	DESIGN TO CHANGE AUDIOBOOK: CHAPTER 2	0:45:00		0:45:00			<input type="checkbox"/>
	Paul Rulkens - Exec Perspective 2)A Matter of Perspective	1:00:00		1:00:00			<input type="checkbox"/>
	WORKSHEET 2: Perspective	5:37:00	5:37:00				<input type="checkbox"/>
	WORKSHEET 2 – OUTCOME REPORT	14:20:00			14:20:00		<input type="checkbox"/>
	Chapter 3 Process or Outcome, or Both? - DESIGN TO CHANGE	1:40:00			1:40:00		<input type="checkbox"/>
	DESIGN TO CHANGE AUDIOBOOK: CHAPTER 3	7:00:00		7:00:00			<input type="checkbox"/>
	Paul - Exec Perspective - Chapter 3 Process or Out	1:00:00		1:00:00			<input type="checkbox"/>
	WORKSHEET 3	7:25:00	7:25:00				<input type="checkbox"/>
	WORKSHEET 3 – OUTCOME REPORT	12:11:00			12:11:00		<input type="checkbox"/>
	Chapter 4 Wants versus Needs - DESIGN TO CHANGE	1:22:00			1:22:00		<input type="checkbox"/>
	DESIGN TO CHANGE AUDIOBOOK: CHAPTER 4	7:00:00		7:00:00			<input type="checkbox"/>
	Paul Rulkens Exec Perspective - Chapter 4 - Wants Vs Needs	1:00:00		1:00:00			<input type="checkbox"/>
	WORKSHEET 4	5:32:00	5:32:00				<input type="checkbox"/>
	WORKSHEET 4 – OUTCOME REPORT	13:53:00			13:53:00		<input type="checkbox"/>
	Chapter 5 Putting Design on the Agenda - DESIGN TO CHANGE	1:39:00			1:39:00		<input type="checkbox"/>
	DESIGN TO CHANGE AUDIOBOOK: CHAPTER 5	2:00:00		2:00:00			<input type="checkbox"/>
	Paul Rulkens Exec Perspective - Chapter 5 - Putting Design on	1:00:00		1:00:00			<input type="checkbox"/>
	DESIGN TO CHANGE AUDIOBOOK: CHAPTER 5	7:42:00	7:42:00				<input type="checkbox"/>
	WORKSHEET 5: Putting Design on the Agenda	13:32:00			13:32:00		<input type="checkbox"/>
	WORKSHEET 5 – OUTCOME REPORT	1:47:00			1:47:00		<input type="checkbox"/>
	Chapter 6 How to become more successful at claiming Time - Paul Rulkens - Executive Perspective - Chapter 6 - Claiming Event Design Time	3:00:00		3:00:00			<input type="checkbox"/>
	1.06 DESIGN TO CHANGE WITH RUUD & ROEL: CLAIMING TIME	1:00:00		1:00:00			<input type="checkbox"/>
	DESIGN TO CHANGE AUDIOBOOK: CHAPTER 6	5:53:00	5:53:00				<input type="checkbox"/>
	DESIGN TO CHANGE AUDIOBOOK: CHAPTER 6	7:00:00		7:00:00			<input type="checkbox"/>
	WORKSHEET 6	1:00:00		1:00:00			<input type="checkbox"/>
	WORKSHEET 6 – OUTCOME REPORT	3:44:00	3:44:00				<input type="checkbox"/>
	1.07 DESIGN TO CHANGE WITH RUUD & ROEL: HAVING THE CONVERSATION						<input type="checkbox"/>
	WORKSHEET 7 – HAVING THE CONVERSATION	8:09:00	8:09:00				<input type="checkbox"/>
	WORKSHEET 7 – OUTCOME REPORT	3:59:00	3:59:00				<input type="checkbox"/>
	3:38:00 Subtotal Module 1	218:00:00	51:07:00	39:30:00	127:23:00		<input type="checkbox"/>
Step 1	Module 2: Becoming a Trusted Advisor					1:56:39	
	2.01 BECOMING A TRUSTED ADVISOR						<input type="checkbox"/>
	WELCOME TO THE TRUSTED ADVISOR BACKSTAGE CONVERSATIONS	1:24:00	1:24:00				<input type="checkbox"/>
	2.02 MINDSETS	1:32:00	1:32:00				<input type="checkbox"/>
	2.03 GOALS	5:34:00	5:34:00				<input type="checkbox"/>
	2.04 GROWTH STRATEGIES	6:46:00	6:46:00				<input type="checkbox"/>
	2.05 GROWTH ENGINE	2:44:00	2:44:00				<input type="checkbox"/>
	2.06 ATTRACTION	2:29:00	2:29:00				<input type="checkbox"/>
	BACKSTAGE CONVERSATIONS: THE ACCELERANT CURVE	5:21:00	5:21:00				<input type="checkbox"/>
	2.07 CONVERSION	6:15:00	6:15:00				<input type="checkbox"/>
	2.08 RISK	3:38:00	3:38:00				<input type="checkbox"/>
	2.09 POWER LANGUAGE	5:07:00	5:07:00				<input type="checkbox"/>
	2.10 TRUSTED ADVISOR CONVERSATION SLIDE	1:35:00	1:35:00				<input type="checkbox"/>
	BACKSTAGE CONVERSATIONS: THE TRUSTED ADVISOR CONVERSATION SLIDE	3:44:00	3:44:00				<input type="checkbox"/>
	2.11 THE PROPOSAL	8:09:00	8:09:00				<input type="checkbox"/>
	2.12 GATEKEEPER OR BUYER?	3:59:00	3:59:00				<input type="checkbox"/>
	2.13 TRUSTED ADVISOR BEHAVIOURS (PART 1)	2:51:00	2:51:00				<input type="checkbox"/>

2.14 TRUSTED ADVISOR BEHAVIOURS (PART 2)		6:58:00	6:58:00						<input type="checkbox"/>
2.15 REFERRAL ENGINE	BACKSTAGE CONVERSATIONS: TRUST QUOTIENT	8:02:00	8:02:00						<input type="checkbox"/>
2.16 THINKING BIAISES		4:07:00	4:07:00						<input type="checkbox"/>
2.17 ADDITIONAL THINKING BIAISES (PART 2)		8:51:00	8:51:00						<input type="checkbox"/>
		4:39:00	4:39:00						<input type="checkbox"/>
2.18 TRUSTED ADVISOR FRAMEWORKS	BACKSTAGE CONVERSATIONS: BIAS-THINKING	13:49:00	13:49:00						<input type="checkbox"/>
		2:18:00	2:18:00						<input type="checkbox"/>

1:56:39 Subtotal Module 2 116:39:00 116:39:00 0:00:00 0:00:00

Step 1 Module 3: Creating the Blueprints of your ME Inc 2:02:33

3.01 INTRODUCTION	BACKSTAGE CONVERSATIONS: BUILDING THE BRIDGE FROM THE MASTERMIND PROGRAM	5:21:00	5:21:00						<input type="checkbox"/>
3.02 CLARITY		7:11:00	7:11:00						<input type="checkbox"/>
		0:00:00							<input type="checkbox"/>
	3.02.01 VISION	13:24:00	12:24:00	1:00:00					<input type="checkbox"/>
	3.02.02 GOALS	8:21:00	8:21:00						<input type="checkbox"/>
	3.02.03 BOUNDARIES	5:37:00	5:37:00						<input type="checkbox"/>
	MASSIVE ACTION FOR CLARITY	4:08:00	3:08:00	1:00:00					<input type="checkbox"/>
		1:00:00		1:00:00					<input type="checkbox"/>
3.03 FOCUS		13:49:00	13:49:00						<input type="checkbox"/>
	3.03.01 STRATEGIC OPTIONS	8:43:00	8:43:00						<input type="checkbox"/>
	3.03.02 STRATEGIC QUITTING	12:46:00	12:46:00						<input type="checkbox"/>
	3.03.03 BEHAVIOURS	3:42:00	1:42:00	2:00:00					<input type="checkbox"/>
	MASSIVE ACTION FOR FOCUS	1:00:00		1:00:00					<input type="checkbox"/>
3.04 EXECUTION		5:16:00	5:16:00						<input type="checkbox"/>
	3.04.01 SYSTEMS TO PREVENT FAILURE	14:41:00	14:41:00						<input type="checkbox"/>
	3.04.02 STRATEGY EXECUTION STRUCTURE	9:50:00	9:50:00						<input type="checkbox"/>
	3.04.03 STRATEGY EXECUTION BLUEPRINT	4:57:00	2:57:00	2:00:00					<input type="checkbox"/>
	MASSIVE ACTION FOR EXECUTION	0:00:00							<input type="checkbox"/>
A STEPPED APPROACH: STEP 1 COMPLETED		2:47:00	2:47:00						<input type="checkbox"/>

2:02:33 Subtotal Module 3 122:33:00 114:33:00 8:00:00 0:00:00

Step 2 Module 4: Practicing Conversations using the LEAD Model 1:49:12

4.01 INTRODUCING DAVE BRANCROFT TURNER AND LEAD MODEL & POSITIVE WORKPLACE POLITICS		1:39:00	1:39:00						<input type="checkbox"/>
4.02 POSITIVE WORKPLACE POLITICS		29:40:00	29:40:00						<input type="checkbox"/>
4.03 INFLUENCING SUCCESS USING THE LEAD MODEL		33:49:00	33:49:00						<input type="checkbox"/>
4.04 PUTTING THEORY INTO PRACTICE	LET'S PRACTICE CONVERSATIONS	0:51:00	0:51:00						<input type="checkbox"/>
		0:52:00	0:52:00						<input type="checkbox"/>
	EXERCISE 1 - Briefing	1:12:00	1:12:00						<input type="checkbox"/>
	EXERCISE 1 - Quiz	1:00:00		1:00:00					<input type="checkbox"/>
	EXERCISE 1 - Evaluation	2:42:00	2:42:00						<input type="checkbox"/>
	EXERCISE 1 - Question	0:10:00	0:10:00						<input type="checkbox"/>
	EXERCISE 2 - Briefing	1:23:00	1:23:00						<input type="checkbox"/>
	EXERCISE 2 - Quiz	1:00:00		1:00:00					<input type="checkbox"/>
	EXERCISE 2 - Evaluation	2:52:00	2:52:00						<input type="checkbox"/>
	EXERCISE 2 - Question	0:16:00	0:16:00						<input type="checkbox"/>
	EXERCISE 3 - Briefing	1:33:00	1:33:00						<input type="checkbox"/>
	EXERCISE 3 - Quiz	1:00:00		1:00:00					<input type="checkbox"/>
	EXERCISE 3 - Evaluation	2:09:00	2:09:00						<input type="checkbox"/>
	EXERCISE 3 - Question	0:10:00	0:10:00						<input type="checkbox"/>
	EXERCISE 4 - Briefing	1:47:00	1:47:00						<input type="checkbox"/>
	EXERCISE 4 - Quiz	1:00:00		1:00:00					<input type="checkbox"/>
	EXERCISE 4 - Evaluation	2:29:00	2:29:00						<input type="checkbox"/>
	EXERCISE 4 - Question	0:10:00	0:10:00						<input type="checkbox"/>
	EXERCISE 5 - Briefing	1:08:00	1:08:00						<input type="checkbox"/>
	EXERCISE 5 - Quiz	1:00:00		1:00:00					<input type="checkbox"/>
	EXERCISE 5 - Evaluation	2:10:00	2:10:00						<input type="checkbox"/>
	EXERCISE 5 - Question	0:11:00	0:11:00						<input type="checkbox"/>
	EXERCISE 6 - Briefing	1:56:00	1:56:00						<input type="checkbox"/>
	EXERCISE 6 - Quiz	1:00:00		1:00:00					<input type="checkbox"/>
	EXERCISE 6 - Evaluation	3:06:00	3:06:00						<input type="checkbox"/>
	EXERCISE 6 - Question	0:10:00	0:10:00						<input type="checkbox"/>
	EXERCISE 7 - Briefing	1:18:00	1:18:00						<input type="checkbox"/>
	EXERCISE 7 - Quiz	1:00:00		1:00:00					<input type="checkbox"/>
	EXERCISE 7 - Evaluation	2:50:00	2:50:00						<input type="checkbox"/>
	EXERCISE 7 - Question	0:11:00	0:11:00						<input type="checkbox"/>
	EXERCISE 8 - Briefing	1:51:00	1:51:00						<input type="checkbox"/>
	EXERCISE 8 - Quiz	1:00:00		1:00:00					<input type="checkbox"/>
	EXERCISE 8 - Evaluation	2:09:00	2:09:00						<input type="checkbox"/>

	EXERCISE 8 - Question		0:08:00	0:08:00					<input type="checkbox"/>
	A STEPPED APPROACH – STEP 2 COMPLETE		0:20:00	0:20:00					<input type="checkbox"/>
		1:49:12 Subtotal Module 4	109:12:00	101:12:00	8:00:00	0:00:00			<input type="checkbox"/>
Step 3	Module 5: BELIEFS vs BEHAVIOURS & PUTTING IT INTO ACTION								<input type="checkbox"/>
	5.01 INTRODUCING DANYELLE FAULKNER		3:06:00	3:06:00					<input type="checkbox"/>
	5.02 TIME TO CHANGE SCENERY – GROUNDING EXERCISE		2:46:00	2:46:00					<input type="checkbox"/>
	5.03 INTRODUCING BELIEFS EXERCISE		3:21:00	3:21:00					<input type="checkbox"/>
	5.04 BELIEFS EXERCISE		17:56:00	17:56:00					<input type="checkbox"/>
	PROGRAM COMPLETED, NOW EAT THE FROG		0:15:00	0:15:00					<input type="checkbox"/>
		0:27:24 Subtotal Module 5	27:24:00	27:24:00	0:00:00	0:00:00			<input type="checkbox"/>
	Module 1- 5: Total Time investment								<input type="checkbox"/>
									9:53:48
Step 3	Module 6 - Personal Coaching (5 hours suggested minimum) to become a CTA - Certified Trusted Advisor								<input type="checkbox"/>
	Personal Coaching to build out Trusted Advisor "ME Inc plan" + practice conversation lab game plans	Coaching call 1	60:00:00	60:00:00					<input type="checkbox"/>
	Personal Coaching to build out Trusted Advisor "ME Inc plan" + practice conversation lab game plans	Coaching call 2	60:00:00	60:00:00					<input type="checkbox"/>
	Personal Coaching to build out Trusted Advisor "ME Inc plan" + practice conversation lab game plans	Coaching call 3	60:00:00	60:00:00					<input type="checkbox"/>
	Personal Coaching to build out Trusted Advisor "ME Inc plan" + practice conversation lab game plans	Coaching call 4	60:00:00	60:00:00					<input type="checkbox"/>
	Personal Coaching to build out Trusted Advisor "ME Inc plan" + practice conversation lab game plans	Coaching call 5	60:00:00	60:00:00					<input type="checkbox"/>
	Record and review Event Owner / Event Designer conversation and submit for review to assess Trusted Advisor Conversation Confidence + ability to apply to daily practice		60:00:00	60:00:00					<input type="checkbox"/>
	Upon completion of the above and evaluation by one of the coaches the candidate has successfully completed the requirements to become a CTA - Certified Trusted Advisor and the designation can be awarded.		30:00:00	30:00:00					<input type="checkbox"/>
		6:30:00 Subtotal Module 6	390:00:00	390:00:00	0:00:00	0:00:00			<input type="checkbox"/>
	Module 1- 6 : Total Time Investment to become a CTA - Certified Trusted Advisor								<input type="checkbox"/>
									16:23:48

