



*PRESENTS*

# **The Consistent Positive Direction™ Pinnacle Certification Course**

**January 28, 2019  
to  
April 15, 2019**

## **Journey of a Lifetime**



**Cultivate increased productivity**  
**Save time and accelerate progress**  
Keep groups, teams and yourself **solution-focused**  
Expand talents for **moving forward, improving forward**  
**Expand capabilities to make a difference**  
**Focus on Possibilities**

**[talkassociates@positivedirection.net](mailto:talkassociates@positivedirection.net)**

**704-820-0794**

**J. Bert Freeman, Lead Instructor**

# Consistent Positive Direction Pinnacle Certification Course January 28, 2019 – April 15, 2019

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# Consistent Positive Direction™ Pinnacle Certification

**Think of the work experiences** that you have had, in which you said..."We need to know how to communicate...how to talk to each other..." "Why can't we get on the same page?" or "They're not really listening..."

**Organizations invest millions of dollars every year to improve communication skills.**

**Learn what it takes to use the communication, relationship and leadership skills** to manage critical realities in the direction you want or need to move toward (the positive direction), with near 100% consistency.

*One of the most valuable learning experiences of your lifetime!*

**A 12-week journey plus certification:**

**T.A.L.K. Associates presents this intensive online, instructor-led course and certification** called the Consistent Positive Direction Pinnacle Certification.



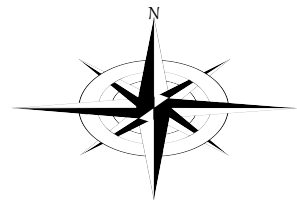
**A premier investment** for you to master skills, approaches and practices to:

- Communicate and share information, which **cultivates increased productivity**
- Influence collaborative efforts that **save time and accelerate progress**
- Keep groups, teams and yourself **solution-focused**
- Expand talents for **moving forward, improving forward and making a difference**
- **Use strength-based communication and leadership skills**
- **Focus on Possibilities**

**The Consistent Positive Direction™  
Pinnacle Certification Course  
January 28, 2019 to April 15, 2019**

**Consistent Positive Direction** is the direction of the successes that you want, the outcomes that you want, the results that you want, or need, all in a way that you are focused in the **direction** that you want to 'move toward', rather than what you want to 'get away from'.

**This journey to Consistent Positive Direction Pinnacle Certification** gets you there...*Intense, Compelling, Authentic and Rewarding*... skills, approaches and practices that you can use immediately, in the workplace and beyond, to move forward and improve forward... plus the language that keeps you consistent!



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Contact T.A.L.K. Associates at 704-820-0794

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*Go the distance with your positive direction*

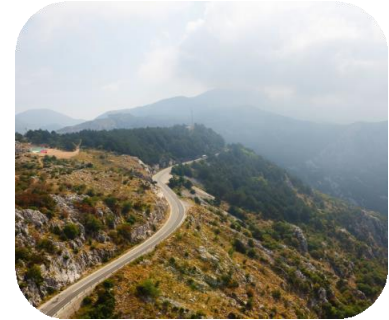
**To the highest level of consistency**

**To the highest level of respect**

**To the highest level of accuracy**

**To the highest level of moving forward**

**To the highest level of improving forward**



**With your exclusive enrollment...**

J. Bert Freeman and T.A.L.K. Associates will provide the performance and development support you need to achieve the Consistent Positive Direction Pinnacle Certification

**Online Certification Course: Scheduled Sessions**

**Certification Testing: Individually Scheduled**

**12-Week Course plus Examination Scheduling**

	<b>Segment Dates</b> 20	Course session schedules are below. Examinations are scheduled by appointment.	<b>Progression</b>	<b>Duration</b>
Segment 1	Jan. 28 & Feb. 4	Sessions 1-2	Knowledge for Use	6 Contact Hours
Segment 2	Feb. 11 and Feb. 18	Sessions 3-4	Functional Use	6 Contact Hours
Segment 3	Feb. 25 & Mar. 4 & 11	Sessions 5,6,7	Functional Application	9 Contact Hours
Segment 4	Mar. 18 & Mar. 25	Sessions 8-9	Application Proficiency	6 Contact Hours
Segment 5	Apr. 1 & 8 & 15	Sessions 10,11,12	Pinnacle Proficiency	9 Contact Hours
Segment 6	<b>By individual</b>	Assessment Sessions	Pinnacle Certification	9-11 Hours

**Successful Course Completion** includes participation in contact and application hours plus successful completion of a battery of written and oral projects and assessments. Each of the Segments 1 to 5 includes a combination of contact and application time. Online sessions are Monday evenings, 6:00 to 9:15 pm.

Sessions are instructor-led.

Summative Assessments are scheduled individually by appointment.

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**talkassociates@positivedirection.net    704-820-0794**

## An EPIC Experience

We want you to be that good! The T.A.L.K. Associates Consistent Positive Direction Pinnacle Certification Course is the Performance and development journey for you to expand your communication and relationship abilities for moving forward and improving forward.

**Our Interactive online approaches** prepare you to use the language of Consistent Positive Direction in your daily experiences, presentation skills, group dialogue, interactive assessments, listening, learning and writing. Everyone participates.



Imagine using skills, approaches and practices that **cross all generations**. Plus, the language of Consistent Positive Direction connects to everyone, from making progress to making a difference.



Using the Decision-Making Round Table and other key group applications and practices **saves time and accelerates progress**.

Positive Direction Communication skills keep groups and teams **solution-focused**, even in the most critical circumstances.

During the course, you **address real life, real time circumstances** as you use skills and practices that you can take to your workplaces, immediately.



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## Go the distance with your positive direction

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\$2299.00 (12-Week Course)...Per Person: Exclusive Enrollment

Includes the book, *Taking Charge of YOUR Positive Direction*

Includes workbooks, handouts, group and individual exercises

Includes two ebooks: *Your Positive Direction NOW*

*Maximizing Workplace Respect*

\$150.00.....Per Person: Registration Fee

[Read further or click here to enroll >](#) 

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J. Bert Freeman

the Author of *Taking Charge of Your Positive Direction*

and T.A.L.K. Associates

provide the performance and development support that you need  
to achieve the Consistent Positive Direction Pinnacle Certification



**Online Certification Course:** Instructor-led  
**Summative Assessments:** Individually Scheduled

A superb investment for you  
to increase the assurance  
of forward movement and continuous improvement.

Premier lifetime talents

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## Go the distance...beyond your expectations

You **discover** how to always use the communication and relationship skills of speaking, writing, learning and managing critical realities **in the *direction* you want/need to move toward – the positive direction.**

Then you learn what it means to be in charge of your own Positive Direction – **to become more clear about your abilities to move things forward and get things done.**

Then as you learn how to use the language of Consistent Positive Direction, you discover approaches **to be able to make a difference even in the most demanding circumstances.**

Then you build your Consistent Positive Direction *listening, attitudinal and thinking skills and approaches, growing skills and practices* **to more effectively manage the balance in your life – work, family, relationships, purpose.**

Then you **cultivate** your applications of Consistent Positive Direction, taking it to higher levels of consistency, respect, accuracy, moving forward and improving forward in everything you do, **to expand your value and productivity to speed up progress and/or get everybody on the same page.**

Then you use Consistent Positive Direction skills, approaches and practices with over 99.7% proficiency in the workplace and beyond. You **become a master of cultivating talents that influence moving forward and improving forward in any circumstances.**

Then your successful completion of the Consistent Positive Direction Pinnacle Certification Examination assures that **you are ready.**

**Special and Group Enrollment Information:  
Contact T.A.L.K. Associates  
for Team or Group Enrollments  
704-820-0794 or  
talkassociates@positivedirection.net**

**Upon successful completion of the certification,** Pinnacles will be able to use Consistent Positive Direction in over 99.7% of their everyday professional and personal verbal interactions – with clarity, authenticity and genuineness (99.7% fluency).

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**T.A.L.K. Associates provides the support and the tools that you need to influence a *POSITIVE DIRECTION* Workplace.**



Since 1987, J. Bert Freeman and T.A.L.K. Associates have been teaching skills and approaches called Consistent Positive Direction. You learn to use positive direction at its core, even in the most demanding situations, to move things forward and get things done. It takes practice and, like any skill, the more you practice the more positive direction can impact your life and the lives of others. He is joined by a team of independent facilitators and experts who are adept at always using Consistent Positive Direction in their professional and personal lives.

**Here are some of the core skills – you will go farther:**

- **Creating and Managing Reality** – Interact more about the reality that you want to move toward instead of the reality you want to ‘get away from’. You are designed for *forward movement*.
- **The Starting Line** – Your current reality is your starting line. Move forward from there
- **Start Options** – Talk more about what needs to ‘**START**’ rather than what needs to ‘stop’, especially when you refer to ‘working together’. You are designed for *continuous improvement*.
- **PC Upgrade** – Creating the circumstances that need to occur for success, instead of predicting the way that people will act to take away from success.
- **Helping people to ‘PLAY’** instead of making them pay. Focus on what people need to do successfully rather than to dwell on making them pay for what they did or are doing.
- **Verbal Positive Approach** – The *language* of Consistent Positive Direction that keeps you consistent, while being yourself and saying what needs to be said.
- **Complete Respect in a Positive Direction** – Your ability to exercise and influence respect in any situation at the inclusion of everyone rather than at the expense of anyone.
- **TOLLing (Total Open Listening and Learning)** – Listening skills and approaches that help to connect positive direction to our critical and everyday experiences.
- **Attitudinizing yourself in a Positive Direction** – Expressing attitudes in the direction of the successes or results that are required or desired. Whatever feelings you have, you can always express your attitude in a positive direction.
- **Attitudinizing your circumstances in a Positive Direction** – Skills and approaches to assure forward movement and steady progress when making changes, corrections or adjustments, even in the most compelling circumstances.
- **Leadership** – Everyday skills build positive direction in leadership consistency.

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## Testimonials from Pinnacles

This journey is an investment well-worth making if you are looking to make changes in your organization, your relationships and/or your life – extremely useful course, rigorous, in-depth and very thorough! J. Bert Freeman does an outstanding job from start to finish. He is clearly an expert in the application of Consistent Positive Direction.

**[Michael Scott Streppa, Ph.D., CPDP](#)**  
Leading Edge Business Solutions

J. Bert Freeman is an amazing teacher and the Positive Direction Certification program resulted in a long-lasting shift in my attitude and behavior. After this certification, you will find yourself positively influencing the direction of all of your interactions and moving everything forward. The results are beneficial to you and those who interact with you, both personally and professionally. Bert gives you his all. The training is done right with a combination of lecture, practice and testing. It is intensive and allows you to really absorb the material.

**[Caryn Lee, CPDP](#)**  
Managing Partner, Narrative

Having gone through the Consistent Positive Direction Pinnacle Certification Program, has been beneficial in both my personal and professional life. One area that I experienced growth was in my ability to coach and mentor others. I use consistent positive direction to ask questions that help people move beyond their current situations to take next steps to achieving goals. The time, effort, and investment are truly worth the benefits, and I see how much I've grown personally through the journey. If anyone wants to push themselves forward and grow, the Consistent Positive Direction Pinnacle Certification Program is definitely going to stretch one's learning and promote personal growth.

**[Catherine Maillet, CPDP](#)**  
System QA Analyst/Test Lead, Wells Fargo

My study of Consistent Positive Direction has created enormous value for my clients and fellow volunteers. These skills have helped me accelerate decision making and focus teams on desired outcomes. They make securing buy-in easier. The bonus is that they help me brighten the days of those around me, as I now know how to move conversations in a positive direction. J. Bert Freeman is an exceptional speaker and an outstanding teacher.

**[Barbara Ivey, CPDP](#)**  
President / Principal Consultant, Optimized Offices LLC  
Author, Founder at The Perfect Thing

The process of achieving the Consistent Positive Direction Pinnacle Certification has helped me develop skills I am using in my workplace, and other organizations, to more rapidly introduce beneficial changes. Consequently, I plan to continue to use and develop these skills and deliver solutions more effectively.

**[David Maillet, CPDP](#)**  
IT Director, American Tire Distributors

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## The Consistent Positive Direction Pinnacle Certification Course

Learn what it takes to use the communication and relationship skills of speaking, writing, learning and managing critical realities in a positive direction with near 100% consistency. The skills and approaches are designed for immediate use and easily apply to existing programs, projects and initiatives. They are especially effective to:

- Focus interactive efforts on customer satisfaction/success or student success
- Engage colleagues in solution-focused interactions
- Engage customers in solution-focused interactions
- Make change work faster, more easily and more completely
- Develop next levels of engagement, excellence and progress
- Resolve differences
- Build productive relationships for effectiveness, efficiency and superb execution
- Make a difference in moving forward and improving forward
- Expand speaking, listening and writing skills
- Use strength-based communication skills
- Focus on Possibilities

**From the front line to the CEO, at work, at home and everywhere in between, learn the authentic positive direction communication skills and approaches for moving forward and improving forward.**

### Every session is a learning experience

You can make everything you learn a part of what you do and who you are:

- What if you want to be more positive than you have ever been*
- What if you want to strengthen the positive directions of your relationships*
- What if you want to make a difference*

The Consistent Positive Direction Pinnacle Certification Course:

*Lifetime skills*

*Lifetime approaches*

*Lifetime practices*

in 99.7% of your human interactions



Achieving the Consistent Positive Direction Pinnacle Certification is a compelling journey that takes your speaking, attitude and thinking to another level.

**Then when you successfully complete the certification, you will know, understand and use the value that you bring to yourself and those around you:**

- Staying focused on the direction you want/need to move toward*
- Taking respect to another level*
- Making change work faster more easily and more completely*
- Making a difference in the workplace and beyond*
- Using strength-based communication skills*
- Focusing on Possibilities*
- Always being yourself*

**When you complete this journey successfully, you will be able to use Positive Direction Communication Skills in over 99.7% of your interactions with other people.**

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## The Consistent Positive Direction Pinnacle Certification Journey

### What you will accomplish

- 99.7% fluency of Positive Direction Communication skills, approaches and practices, every minute of every day, for moving and improving forward
- CPDP Credential – Upon successful completion of the Pinnacle Exam

### What you will experience on your journey to certification:

- Interactive online sessions
- Continuous Improvement in Consistent Positive Direction Language Fluency
- A 12-week journey followed by an intensive certification examination
- Skills, practices and approaches that you can use immediately during the course
- Real life, real time applications for your professional life and balance in your life, starting the first day
- Peer interaction and support
- Live online instruction
- Frequent instructional support and guidance



### What you can expect

- Instructor-led online sessions
- A high performance learning and development sequence
- Sessions in which everyone participates
- Assignments and exercises to accelerate your learning
- Skills and practices that you can use anywhere, anytime
- You can be genuine
- You can influence positive direction among others
- A sequence of 5 Achievement levels
  - Knowledge for Use
  - Functional Use
  - Functional Application
  - Application Proficiency
  - Pinnacle Application Proficiency
- Real-time Consistent Positive Direction Workplace Practices
  - Accelerating Progress
  - Strength-based Communication and Leadership Skills
  - Built-in Continuous Improvement
  - Save Time
- Successful Completion attests 99.7% interaction proficiency

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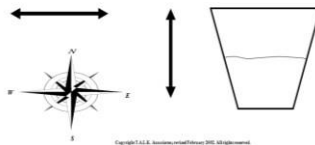
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**Upon successful completion of the certification,** Pinnacles will be able to use Consistent Positive Direction in over 99.7% of their everyday professional and personal verbal interactions – with clarity, authenticity and genuineness (99.7% fluency).

**Candidates (Participants) become adept at using skills, approaches and practices with consistency to:**

- Focus interactive efforts on meeting/exceeding customer requirements
- Engage colleagues in solution-focused interactions
- Engage customers in solution-focused interactions
- Make change work faster, more easily and more completely
- Develop next levels of engagement, excellence and progress
- Resolve differences
- Build productive relationships for effectiveness, efficiency and superb execution
- Make a difference in moving forward and improving forward
- Expand speaking, listening and writing skills for moving and improving forward
- Use strength-based communication skills
- Focus on Possibilities



**The Consistent Positive Direction Pinnacle Certification is offered exclusively by**



**T.A.L.K. Associates**

**P. O. Box 281**

**Mount Holly, NC 28120**

**Office: (704) 820-0794**

**(302) 983-9976**

**www.positivedirection.net**

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## Consistent Positive Direction Pinnacle Learning Sequence

Segment One Knowledge for Use	Segment Two Functional Use	Segment Three Functional Application
<b>Targeted Practices</b> <ul style="list-style-type: none"> <li>Core Positive Direction Communication Skills, Approaches and Practices</li> <li>Positive Direction Communication Skills for immediate actions and reactions</li> <li>Positive Direction Communication Skills to address Next Levels of Performance and Success</li> </ul>	<b>Targeted Practices</b> <ul style="list-style-type: none"> <li>TOLLing – Total Open Listening and Learning in a Positive Direction</li> <li>TOLLing the Environment</li> <li>Attitudinizing Yourself in a Positive Direction</li> <li>Attitudinizing Your Circumstances in a Positive Direction</li> <li>Opportunity Models for Action</li> <li>The Positive Direction Power Principle</li> <li>Your Work--Life Balance</li> </ul>	<b>Targeted Practices:</b> <ul style="list-style-type: none"> <li>The Soft Touch</li> <li>Verbal Positive Replay</li> <li>Rob's Plan 'C'</li> <li>WINSTINCTS</li> <li>The Silent Mentor</li> <li>The Art of Offense</li> <li>Bottom Line Positive Direction</li> <li>Bridging Up Front</li> <li>Managing Thought</li> <li>Whole Brain Positive Direction</li> </ul>
Segment Four Application Proficiency	Segment Five Pinnacle Proficiency	Segment Six Pinnacle Certification Summative Assessments
<b>Targeted Practices:</b> <ul style="list-style-type: none"> <li>The Power of ME: Managing Engagement in a Positive Direction</li> <li>EPIC Toughness</li> <li>Verbal Positive Writing</li> <li>Core Question Response to Concerns</li> <li>Organizational Core Questions</li> <li>Direct Core Question: to a specific individual or group for significant changes in policies, practices, standards or procedures</li> <li>Project 1 Due</li> </ul>	<b>Targeted Practices:</b> <ul style="list-style-type: none"> <li>Assurance: Skills and Habits</li> <li>Decision-Making Round Table</li> <li>The Pragmatic ME: Managing Excellence in a Positive Direction</li> <li>The Next Level ME: Managing Efficacy in a Positive Direction</li> <li>Advanced Landings and Review</li> </ul>	<b>Targeted Practices:</b> <ul style="list-style-type: none"> <li>Comprehensive Oral Communication Assessment</li> <li>Critical and compelling Realities:</li> <li>Oral Communication Assessment</li> <li>HIP (High Direction Assessment: Oral Assessment</li> <li>Climate of Interaction – Oral Assessment</li> <li>Comprehensive Written Assessment</li> </ul>

Each of the Segments 1 to 5 includes a combination of contact and application time.  
Online sessions are Monday evenings, 6:00 pm to 9:15 pm.

**Pinnacle Certification Examination Requirements for successful completion:**

- Written Examination:** Score at least 80% on test plus 99.9% fluency
- Oral Examination:** Demonstrate capability for 99.9% fluency under any circumstances. Score at least 80% on knowledge component.



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CPDP Certification Course  
Cancellation & Rescheduling Policy

The \$150.00 registration fee payment is final.

Rescheduling is complimentary only one time, but you must notify T.A.L.K. Associates in writing prior to the start of the program, provided that the registration fee has been paid. If the registration fee has yet to be paid, then full payment is required before a date transfer can be made.

A reschedule notification must be given with the new date. Otherwise it will be held as pending for up to one year.

Cancellations must be sent, in writing (or by email), prior to the start of the Certification Course, and are subject to a \$450 administrative fee.

Only 50% of the tuition will be returned for zero attendance. Materials purchases are final.

You are solely responsible for any enrollment, travel or software expenses that occur when you reschedule or cancel a registration.

In the event that T.A.L.K. Associates must cancel a course we will give you as much advance notice as possible. T.A.L.K. Associates will make every effort to accommodate your needs and rebook you for a different course date. You are solely responsible for any travel or software expenses that occur from the cancellation of a scheduled class.

Tuition/Enrollment Fee is subject to change between courses.

T.A.L.K. Associates is the single source for the public CPDP Certification Program.

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