

Speaking of The Pursuit of Excellence

Getting Started

The way most people hear about **The Pursuit of Excellence** is from someone like you who has experienced the program. That's probably how you first learned about it. Now that you have completed the course, you may want to talk about it with your friends, family and associates. It's fun to relive your experience and share your excitement. They may want to know what it was like, how you feel or if you learned things that really make a difference.

You may remember that Context International asked that you be discreet regarding the details of the courses because your friends may decide to attend the programs themselves. You don't want to "spoil the surprise" for them, just as you wouldn't tell them the ending to a great movie when they were heading for the theater! You may be wondering what to say.

This handout was designed to help you answer questions and talk easily about your experience of **The Pursuit of Excellence**.

Talking about your own experience.

The program is designed to get you better acquainted with yourself, so talk about some of the most interesting or unexpected things you discovered about yourself and how you plan to use these new insights.

- Have you changed your mind about some things?
- Does life look any different to you?
- Do your new insights have an impact on your relationship with the very person you're speaking with?

Everyone's focus is different and what people learn varies a great deal. While there are no pat answers why people come to this program or what they take from it, there is an opportunity for everyone to grow and learn.

Most people decide to find out about **The Pursuit of Excellence** because they trust and respect the person who extended the invitation. Be willing to speak about yourself. Use your own words and avoid jargon.





Topics typically chosen as a focus include:

- Relationships
- Self-confidence
- Finances
- Outlook on life
- Career
- Productivity
- Physical well-being
- Family life
- Communication skills

What others may be looking for.

Many people report a vague sense of dissatisfaction, a feeling that something is missing, that there must be more to life. They attend the program because they like the changes they saw in a friend and are curious about what they can find for themselves.

Some people feel they are doing just fine and want to do even better.

Real seekers are seldom satisfied with staying on the same plateau. They are learning as a lifelong process.

People who are in transition may need a "time out" to assess their situation. Additional clarity ensures that the next choice will be the best one.

Some people want simply to hone their "edge" in dealing with all the change that is occurring. They know the advantages that come through being pro-active in shaping their lives.

Others are serious about wanting life to be different but feel unsure about what steps to take.

Explaining how it works.

The Pursuit of Excellence is like a smorgasbord of concepts and exercises designed to help people get to know themselves better, like themselves better and to be more effective in life. Each individual will sift and assimilate the course material through his or her own focus. What each person discovers is relevant to his or her own priorities.

While it is relatively easy to notice the attitudes and behaviors of others, it can be difficult to observe ourselves. The activities in this program are designed to permit people to view themselves in action. Ineffective behaviors and attitudes are revealed through self-discovery, allowing the individual to seek and implement better alternatives. Positive patterns and characteristics are identified and reinforced for even greater application. This increased self-awareness inspires both immediate and long-term change.

The program design appeals to a variety of learning styles. Concepts are presented in informal lectures which draw upon audience participation for examples, questions and discussion.

True learning occurs when people discover answers for themselves. The program emphasizes practical exercises which support its conceptual models and create a "paradigm shift," opening the mind to new ways of seeing. The result is rapid and lasting learning.

The bottom line.

The Pursuit of Excellence provides a framework for participation. By using it, people get to know and like themselves better; they get some fresh perspective; they change their minds about some things. What each person learns and achieves can look very different, which is why the program works so well for such a variety of people.



It's fun.

Educational research shows that adults learn best in an atmosphere of fun. Learning and laughter go hand-in-hand.

It's practical.

The Pursuit of Excellence is full of useful, practical tools for communicating more effectively, resolving conflicts and making agreements.

It's respectful.

Program participants are treated with dignity and respect at all times.

It produces long-lasting results.

Because of its hands-on approach to learning, retention is high. Retention supports immediate use, which in turn supports reinforcement of the learning.

Why is now the time to attend?

...because the state of change is constant.

The changes we face are happening at a faster rate now than at any period of human history. Real security may only lie in mastering the ability to be comfortable with uncertainty. Because what you learned in the past may not serve you at all in the future, effectiveness will depend on the attitudes and beliefs you have about change and about learning. High degrees of self-knowledge and self-acceptance, and the abilities to adapt, grow and learn are essential skills in today's world.

...because the power of choice is still ours.

We are very busy. It is common for people to feel pulled by their many roles and responsibilities, driven by the demands of their schedules, rushed, frantic, without time for themselves, all the while longing for some balance in life between home and work.

The question is, "Are we busy doing what is really important?" Or are we too busy to even stop and ask the question?

Learning is the key to taking charge of our lives, since it is what we *don't* know about ourselves that controls us. In **The Pursuit of Excellence** people increase their self-knowledge, tune into their values and priorities, and make powerful choices. It's a "time out" with a big payoff—more time for what is truly important in life.

...because the quality of life is *that* important.

What are the life-style components essential for someone interested in having the highest possible quality of life? What would it take to create all of it, right now?

Graduates of **The Pursuit of Excellence** experience permission at a new level to lead full, satisfying, productive lives. They have an expanded vision of what is possible. They know how to go about achieving what is important to them, and they do so with increased confidence and commitment.

The focus is on context, not behavior.

A shift in mind-set automatically produces different behavior. Different behavior produces different results. Struggle is minimized and permanent behavior changes occur, if and when we change our minds.



Is it personal or professional development?

Yes.

Although human beings are not so neatly compartmentalized, we could expect that a course might address our personal or our professional interests—but not both.

Most training in the work place is technical and task-related. It is, however, increasingly common for technically competent people to face challenges they have not been trained to handle. For example, people find themselves in conflicts with work colleagues. Because of their interpersonal or adaptive skills, they may fail to resolve the problems, even through their views are “correct” in terms of work-content skills.

Adaptive competencies are those which impact how someone gets along with authority, one’s level of self-acceptance, how one handles conflict and fluctuations in self-esteem, one’s defensiveness or receptivity to criticism, etc. Good adaptive skills can be transferred to any professional situation.

The “softer” skills, which are necessary for all communication, still make up the lion’s share of what usually defines both a great employee and a great boss. **The Pursuit of Excellence** addresses these skills. It provides tools for use at work and on the weekends as well!

The Pursuit of Excellence

Is it personal or professional development? It is technically the former, but it radically impacts the latter. There is no limit to the professional effectiveness of someone who has a high level of self-acceptance, is without defensiveness, is receptive to the ideas of others, who manages feelings effectively and is comfortable with authority.

Does it really work?

Yes.

It’s guaranteed.

People get the results they want, by their own assessment, or all tuition is refunded. Since our inception, the refund rate has been 1%. In other words, there is a 99% chance that you’ll get what you came for!

Free audit privilege.

As part of Context International’s commitment to lifelong learning, any graduate of **The Pursuit of Excellence** may attend the course at no further charge. As years pass and priorities change, many people find this chance to focus on new areas quite valuable.

Some things to remember.

- Context International provides Introductory Sessions on a regular basis for **The Pursuit of Excellence**. Invite your friends to be your guest at one of these sessions. They'll have an opportunity to learn about what you've been doing, to meet some great people and to decide whether or not the program is for them.
- As part of your invitation to the introductory event, let your guest know what to expect. Let them know why you are inviting them and that there is an opportunity for them to register for **The Pursuit of Excellence** should they decide to attend.
- Initially, people often focus on the reasons why they won't attend the program. Frequently, this is because they just don't know enough about it. Listening, patience and curiosity go a long way.
- Be willing to be surprised about who is interested in the program. Often, they are not the people you were expecting.
- People who have taken other courses tend to be curious about **The Pursuit of Excellence**. These are people who are interested in learning and who like the seminar format.
- Call the Context International Training Center with your questions that aren't addressed in this handout. We can help you talk about **The Pursuit of Excellence** and bring it to others in your personal or professional network.