



InnerTalk®

Coaches

Academy

Note: This document is intended for those who have genuine interest in InnerTalk® Coaches Academy. If you have received this information by mistake, please return it to us at below address. The information contained herein is the proprietary rights of Dr. Eldon Taylor and his authorized representatives: Progressive Awareness Research Sdn Bhd and InnerTalk Sdn Bhd. No part of this document should be reproduced or copied without our written permission, except for the purpose of distributing the information to potential attendees of the Academy for their enquiry and enrolment. Thank you.

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October 2005

Dear Friends of InnerTalk®

(A) Intent & Purpose

The Academy will serve as the prime mover towards a “wholesome” and holistic approach to effective coaching for private individuals, for organization or for corporations.

It is no longer sufficient to equate success with materials wealth. True success is achieving an inner and outer balance **of Health, Wealth, Success and Happiness.**

To this end, InnerTalk® Coaches Academy aims to meet this objective as part of our efforts to help in the development of a caring, healthy and fulfilling society.

The InnerTalk® Coaches Academy will be held from 1st and 2nd December 2005 in Kuala Lumpur as follows:

Day 1	1 st Dec	“Change Without Thinking” - Intro to InnerTalk® Coaches Academy	10am-5.30pm
Day 2	2 nd Dec	InnerTalk® Coaches Academy Level I	8-9 hours

Academy Level II will be conducted only in 2006.

Thank you for your interest and consideration in embarking on your rightful Journey of Personal Empowerment.

Attached is an outline of the Academy and the application form.

Light & abundance always

Ewe TC

Managing Director

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Whole Brain® InnerTalk® Coaches Academy

(B) Introduction:

The InnerTalk® Coaches Academy exists to both (a) train personal coaches on the use of our proven and patented thought modification technology; (b) to train non-coaches on becoming InnerTalk coaches. The academy fully embraces the mission statement of its parent organization, Progressive Awareness Research, Inc.

(C) Mission:

InnerTalk® is a Patented Thought Modification technology created by Progressive Awareness Research, Inc. (PAR). The founders believed that a technology could facilitate those dealing with such questions as “Who Am I?” or “What is consciousness?” and so forth by aiding in the development of individual potential. As such, InnerTalk offers products designed to awaken the potential within.

Our basic philosophy is one of self-responsibility. The human condition has not yet begun to tap the powers of the mind, let alone understand them. For example, recent discoveries in science have demonstrated that mind is not a local event. Consciousness is much more than the mechanic that formerly defined the brain’s operation in terms of electro-chemical interactions. Mind is at least a field capable of interacting with matter at a great distance and as remarkable as it might sound, able to excite DNA molecules leading to their manifestation in the body. Indeed, the mind/body connection is now so well established that conventional wisdom embodies this teaching in formal education. The limits of the mind, whatever they might be, are on the other side of our present understanding. The frontiers of the mind are still being explored. A relentless stream of research continues to demonstrate remarkable facts that brighten the future for all who would take the time and invest the energy in training their mind to work for them—not against them. “Mind as healer - mind as slayer,” is almost an axiom. Your thoughts are truly things. Each of us truly possesses a co-creative power that has been ignored by most for recorded history. Every new discovery sheds new light, albeit often this new understanding is an ancient and formerly mystical or metaphysical tenant. It is the mission of Progressive Awareness and the to assist and facilitate in both the quest for personal empowerment and the awakening of that unlimited human potential by delivering the very best in tools, technology and materials that serve this end. It is a journey - not a destination, and we wish you joy and success in your progress!

This philosophy is not a new theology. Indeed, the training emphasizes the importance of being non-denominational with regard to religion while emphasizing the importance of SQ (spiritual quotient) in the calculations of the total human experience. To the best of our knowledge, this is the only Academy of its kind that incorporates the total human experience in a philosophy of life while allowing the integrity of individual religious beliefs to be solely chosen by the client.



(D) Qualification & Eligibility:

The Academy exists to help people help themselves to the highest best of their abilities in becoming and being all that they might be. Graduates of the Academy will find themselves in a position of trust and this trust must be held inviolate. To that end, the Academy accepts only those who first desire to help others, not with an eye to “what’s in it for me?” but with a focus of service to others. We believe that service to others naturally brings about all those successes people desire. Further, where the Academy prefers a background in behavioral sciences, it does not require it. It does require that the candidate acknowledge and accept that upon successful completion, they will be expected to share metaphysical principles as part of the total SQ involved in the human experience, but to do so non-denominationally. The Academy reserves the right to revoke any credential issued by it for breach of this principle, or for the commission of any criminal act. The Academy will not accept candidates with a criminal record except under rare circumstances.

(E) Curriculum:

1. Level One (see course structure as outlined on page 5 – 6):

Dr. Eldon Taylor, founder of Progressive Awareness Research, Inc. and the inventor and author of our patented technology, certifies academy participants. There are two levels of certification. The first follows a one-day intensive and leads to the title of “**Innertalk® Partner**”.

(Fee: RM 990.00) - 1 day.

2. Level Two (see course structure as outlined on page 7 – 9):

Again, Dr. Taylor personally teaches this course, one that delves more particularly into both the philosophy behind Progressive Awareness, its technology InnerTalk®, and methods of effective coaching. Successful completion of this second level training leads to certification as “**Innertalk® Life Coach**”. Attendees wishing to participate in Level two training must first complete level one.

(Fee: RM 1,250.00) - 1 day.

3. Level Three:

Level three training leads to certification as an “**Innertalk Life Coach Trainer**”. This training requires both hands on supervision of training and coaching methods as well as the successful completion of written examination materials. This course is a home study course augmented in part via the Internet as an Academy extension program (it is operated as a distance learning program in twelve segments). There are required reading materials that the student is responsible for obtaining. Candidates for this level must have successfully completed both level one and level two training before being considered. A final workshop will be conducted for the candidates prior to graduation.

(This will be done over one year period. Fees and structure – to be further informed)



InnerTalk® Coaches Academy Training Outline

(F) InnerTalk® Coaches Academy Level One (1 day)

Subliminal

1. Definition

- a. Superliminal
- b. Supraliminal
- c. Subliminal
 - i. Legal definition
 - ii. Behavioral Science definition
 1. Moore, et al
 2. Recoverable—audio vs. visual
 3. Other, as dichotic masking
 - iii. Popular conception

2. History

- a. Asclepiad Order to Dunham
- b. Packard to Vicary
- c. Madonna to Judas Priest

3. Controversy

- a. Misconception
- b. Power of the mind
- c. Legal ambiguity
- d. “Dangerous but it doesn’t work”
- e. Confusion in the research (method and replication)

4. The patented InnerTalk® method

- a. Research findings
- b. Methodology
- c. Theoretical
 - i. Reverse speech phenomena
 1. Explained
 2. Illustrated
 3. Child development
- d. Right and left hemispheres of the brain revisited
 - i. General assumptions
 - ii. Seat of unconscious
 1. Libet’s work
 2. Newberg’s work (seat of religious experience)
- e. Model of information processing in a brain friendly way bypassing the conscious sentry.



5. **Messaging the unconscious**
 - a. Silent subliminal?
 - b. Sticks and stones will break my bones, but words will slice and dice me.
 - c. Semantic priming
 - i. What is it?
 - ii. Implicit explicit memory tests
 - iii. Changing the way one talks to themselves
 1. First person verses second person
 2. Aversion therapy discussed
 3. All positive myth verses factual positive approach
 4. "I Am"---
 - iv. Changing beliefs
 1. Get even syndrome
 2. True empowerment/self responsible
 3. Peaceful warrior
6. **Perception without awareness**
 - a. Visual examples
 - b. Estimated units of negative to positive input
 - c. Everyone surrounded in a sea of information which creates beliefs and outcomes
7. **Power of belief**
 - a. Review of literature from placebo to expectation factor (Pygmalion factor)
 - b. A look at the quantum nature of consciousness (Field physics)
 - c. Creating or co-creating our world according to our expectations
 - i. Fear
 - ii. Unconditional love
8. **What is the best one can expect to obtain by way of results then?**

1. **Questions and discussion**

This one-day intensive course will lead to the title of "InnerTalk® Partner". As appropriate, the InnerTalk® Partner may be appointed as strategic alliance partner to promote our patented InnerTalk® subliminal programs and courses to the public.



(G) InnerTalk® Coaches Academy Level Two (1 day)

- 1. Philosophy behind InnerTalk**
 - b. Not what one puts in their mouth - but what issues from their mouth?
 - c. One person at a time - self responsibility
 - d. Inclusion of SQ
 - e. Mission statement reviewed - please refer to (C).

- 2. Mind and matter**
 - A How did we get here and how do we get where we want to be?
 - B The fatal subtraction method
 - C Happiness is success
 - i. What is quality of life?
 - ii. How long do you expect to live?
 - iii. The fifty day plan
 - f. Mind and the DNA molecule
 - g. Mind and the fabric of the universe
 - i. Science and mysticism meet
 - ii. The implications of the “Field”:
“Only the field is real.” Albert Einstein
 - iii. Mind and health
 - iv. Mind and longevity
 - v. In what image?

- 3. How high is up?**
 - A Time/space
 - B Living in now
 - C Power verses force
 - D The influence of one

- 4. Cognitive distortions discussed**
- 5. Cognitive dissonance discussed**
- 6. Cognitive illusions discussed**
- 7. The only law of limitation is that which is self-imposed**
- 8. If it’s not eternal—it’s not real.**
- 9. The common truth and fiction about being human**
- 10. Esoteric and other approaches:**
 - A NLP
 - B Hypnosis and self hypnosis
 - C Meditation
 - D Mind mapping
 - E Autogenic training
 - F Yogas, katas, and so forth
 - G Silva Mind control, and other methods



11. Complimentary practices

- A Most of the above
- B Holistic approaches
- C Specialists such as skin care, diet organizations, etc.

12. You as a Personal Coach - NOT a therapist

- A Personal coaches assist and define:
 - i. Goals
 - ii. Ambitions
 - iii. Approaches
 - iv. Priorities
 - v. Methods
 - vi. Technologies/practices
 - vii. Review progress
 - viii. Motivate and train
 - ix. Listen
 - x. Establish rapport
 - xi. Clarify ambiguities
 - xii. Care and share
- B Therapy is about health care (mental and physical)
- C Coaching is about the whole person
 - xiii. EQ
 - xiv. IQ
 - xv. MQ
 - xvi. SQ
- D. Avoid crossing the line
 - xvii. Be clear about your role (coach, mentor, teacher)
 - xviii. The responsibility for wellness is in the clients hands—not yours!
 - xix. Avoid the “Guru” complex
 - xx. Be simple, straightforward, clear and concise and above all else, sincere!

13. Conclusion

- A Both workshops in review
- B Plan of action
- C Non-denominational

14. Questions and discussion (time permitting)

This one-day intensive course will lead to the title of “InnerTalk® Life Coach”. As appropriate, the InnerTalk® Life Coach may be appointed as strategic alliance partner to conduct InnerTalk® courses and to promote our patented InnerTalk® subliminal programs.



(H) APPLICATION FORM

Closing date for the Academy: 1st Dec 2005

InnerTalk® Coaches Academy

Please indicate the program you are applying:

“Change Without Thinking” - intro to Academy	1st December 2005	Fee base on seating
Academy Level I - InnerTalk® Partner	2nd December 2005	RM 990
Academy Level II - InnerTalk Life Coach	Year 2006	Fee applied

Name (in capital letters)			
Mobile/Tel:		Email address:	
Address:			
Occupation/profession: _____			

Your job function:

		<i>Please tick</i>
1	Medical / Health Care	
2	Psychology / Hypnotherapy / Counseling	
3	Training	
4	Academics / Researchers	
5	Human Resources/Personnel	
6	Sales/Marketing/Advertising/PR	
7	Corporate Planning / Consultants	
8	Technology / Knowledge Management	
9	Legal	
10	Finance /Accounting	

Objective of attendance:

	<i>Please tick</i>
InnerTalk® Partner	
InnerTalk® Life coach	
InnerTalk® Life Coach Trainer	
Self improvement purpose	
Course accreditation	
Others – please state:	

Applicant’s Signature : _____ **Date :** _____

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Note: The organizer deserves the rights to change the dates and venue of the events as & when it sees fits.