

4th International jobEQ Conference

August 19-21, 2011 – Eeklo, Belgium

An overview

1/ The conference itself

will be **Friday 19nd till Sunday 21st of August 2011** and has the following structure:

- **Friday 19nd : Case Study Day:**
at least 9 presentations of successfully applying jobEQ's tools, followed by **jobEQ BBQ evening**
This day is also open to all iWAM customers & prospects
- **Saturday 20th : Exchange Day:**
one day for certified users packed with sessions about new marketing & product developments, research, Q&A with JobEQ, overview of publications & products, and closing of with a learning exchange to round up the 2 days
- **Sunday 21st : Appreciative Inquiry Day / Open Space :** A day of learning for jobEQ partners and advanced users: "What do we and our customers like about jobEQ and would like more of ?" . This day will be based on principles of Appreciative Inquiry & there will be room for an Open Space session around the topics of marketing & selling the iWAM.

2/ pre-conference training

Monday 15th - Thursday 18th: iWAM *trainer's certification course*

Tuesday 16th - Thursday 18th: iWAM certification course: professional & associate level

3/ post-conference training (1-day intensives)

- Tuesday 23th: VSQ certification
- Wednesday 24th: COMET certification
- Thursday 25th: Modeling Workshop

Get the registration form: <http://www.jobeq.com/conference/jobEQconf2011regform.doc>

Location

The conference will be hosted in the convent in Eeklo, in our library and training room as well as other parts of the building used by jobEQ. (want to see more? -> look at the pictures of the previous conference: <http://jobeq.net/confpics2009>)

The library can seat up to 38 people, which is the conference size we are aiming for. Given the conference size in 2009 and the growth of the JobEQ network since then, it is well possible that we will fill these seats, so now is the time to register if you want to be sure you can attend!

As people participating in past conferences or having been in Eeklo before know, there is hotel accommodation in the neighborhood (see http://jobeq.com/where_to_stay).

We will also continue to offer a low cost but rudimentary "bed & breakfast" accommodation for up to 8 people in the convent (contact me at Patrick@pinehurst.be for details).



Pricing (everything included, coffee breaks, refreshers & lunches)¹

Dates	Package or Option	Price after June 30	Register NOW Rate Registration & Payment before June 30
19 – 21 August 2011	The conference: Case Study Day+ Exchange Day + Appreciative Inquiry Day	449 Euro	349 Euro
19 Aug. '11	Case Study Day Only (BBQ included – Sponsored by JobEQ)	199 Euro	149 Euro
16-19 August 2011	iWAM Discovery Package iWAM Certification + Case Study Day	799 Euro	699 Euro
<i>Other pricing options: see next pages & registration form</i>			

all conference & training days include a meal at lunch time – depending on the number of attendants or a particular day (and catering options), this will be a full lunch or a sandwich lunch

Case Study Day: iWAM Experience sessions (subject to change)

Morning Sessions (50 minutes each, including time for questions)

- **Patrick Merlevede** (Belgium): Using iWAM to help a mobile phone operator select, coach & manage salespeople
- **Marilyn Powell** (Australia): Utilizing and gaining further credibility for meta-program profiling and research in the Medical community in Australia
- **Carl Harshman** (USA): Developing Leadership and Leadership Teams: Expanding the Scope and Value of the iWAM – This session will give an update on the ongoing research on meta-programs & leadership and present the results of a project where the iWAM helped to tackle “culture wars” in a division where a new leader had been brought to “save the business”.

Afternoon sessions (25 minutes each, including time for questions)

- **Wim Thielemans** (Belgium): Guiding a city-administration through a organizational change, including a merger of different services and the creation of a more customer-oriented culture
- **Kim Laporte** (Belgium): Investing in people development to support growth. From 2008 till now Dynamo helped an Engineering consultancy to develop their human potential. We use creative Training, Coaching, Feedback centers and Culture analyses to shape the people in the organization ready for the future
- **Marita Ryan** (Australia): Recruitment, meta-programs and building capacity within organizations – a Consultant’s approach
- **Ajai Singh** (India): How iWAM compares to other tools
- **Melvin Leow** (Malaysia) Coaching an Executive Team of a Regional Bank – What can one do in 3 hours’ time?
- **Sally Vanson** (UK): Integrating iWAM into qualification programs. How The Performance Solution includes iWAM in the ICF ACTP and the MA in Applied Coaching – including examples from some dissertations.

¹ If you cannot deduct the Belgian VAT, JobEQ will pay it for you

jobEQ 2011 Conference – Pre-conference workshops

The pre-conference program starts on Monday 15nd and runs till Thursday 18nd included – depending on your needs and prior qualifications, you can pick one of the options:

Option 1: not iWAM certified Yet?

iWAM certification training (Tuesday 16 till Thursday 18nd)

The iWAM certification training is a 3-day programme during which people learn to:

- distinguish the meta-programs measured by the iWAM,
- question them (in a similar way to what the LAB Profile training does)
- give feedback on them (to an individual or a team)
- use them in various applications, such as recruiting, assessment, coaching, teambuilding and modeling excellence
- use jobEQ's software to administer the iWAM questionnaire and generate the various reports.

After this training, depending on their level of competence, the participants are awarded the certificate of iWAM Professional or iWAM associate.

Special Offer: iWAM Discovery Package:

Attend the iWAM certification **and** the Case Study Day (August 19nd) at no extra charge

10 tickets are available! 699 Euro when you sign up before June 30th

Option 2: iWAM certified, but wanting an update?

iWAM coaching day (Thursday 18nd)

The iWAM coaching day is the last day of the iWAM certification program. This day is open for certified users wanting to refresh their knowledge of coaching applications of the iWAM. Applications that will be covered: individual coaching, working with pairs and team coaching. Principles covered will include the Offman model, iWAM's communication language and focusing on strengths VS coping with development areas. The training will be under supervision of Patrick Merlevede. The modules will be delivered by candidate trainers enrolled in the iWAM trainer certification process.

Cost of attendance: 299 Euro - 239 Euro when paid in full by July 1st

You will find the registration form at
<http://www.jobeq.com/conference/jobEQconf2011regform.doc>

Option 3: Wanting to become a certified iWAM trainer?

iWAM Trainer Certification Process - Monday 15 - Thursday 18nd August 2011

The iWAM certification training, which will run from Tuesday 16 till Thursday 18nd, will as be used as “trainer’s certification process”. Here is how the process is structured:

- Before the training, candidate trainers will get a self-study package consisting of the official jobEQ training slides + additional resources, such as iWAM Resource Guide, the iWAM manual, the eBook “An introduction to Meta-programs” and the 2 Tips books.
- Prior to the normal 3-day certification course, the candidate trainers will get a one day “bootcamp” with Patrick Merlevede to discuss the training contents and to get answers to all questions they have about it.
- On Monday evening, they then will be assigned sections of the certification as theirs to give.
- For the 3-day certification training, the audience will consist of people wishing to be certified as professionals as well as the other candidate trainers being present. The candidate trainers will then be presenting the 3 other days under supervision.
- Thursday evening: Final feedback & graduation session: The presentations and interactions will provide the evidence whether candidates can be certified as iWAM trainers. Candidates may be given a “conditional certification”, with some extra task to complete prior to receive their full certification.

Who should attend ?

- experienced certified iWAM professionals who are also professional trainers and wish to run training sessions based on the iWAM and/or want to certify others in the use of iWAM
- LAB Profile trainer/consultants wanting to become jobEQ partners

Why is this Certification Process being organized?

This process has been created for certifying trainers so that they can run iWAM training “Officially” (especially certification training). To be a certified trainer, you need to demonstrate that you are competent in running the iWAM training.

This 4-day program is NOT a trainer’s training (that is left to Shelle Rose Charvet and others), but a **certification process** (designed for showing competence in running a certification training).

The number of attendants to this certification process will be limited so that every candidate trainer will get enough chance to demonstrate their competence.

Cost of attendance:

- Candidate iWAM Trainer (4 days)
 - o 1099 Euro for 4 day
 - o 849 Euro when paid in full before July 1st
- iWAM Certification Participant (3 days):
 - o Normal rate: 799 Euro | **early bird rate until June 30st: 699 Euro**
 - o Candidate Trainers can bring in one person with them to attend the 3 iWAM certification Days as a participant at a special **guest participant rate** of 399 Euro

Location:

The convent, Eeklo, Belgium

You will find the registration form at

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Post Conference Program : 1-Day Intensive Certification Workshops

These certification trainings are organized and run by Patrick Merlevede to get you up to speed in the use of these jobEQ products. They are intended for experienced iWAM users.

Tuesday 23nd: VSQ Certification training

jobEQ's VSQ product line is complementary to the iWAM product line. The VSQ questionnaire is build to test for cultural parameters and values which are not taken into account by iWAM. It is based do Grave's Values Systems Approach (also known as "Spiral Dynamics") as well as the cultural model originated by Talcott Parsons (which underlies the models used by Fons Trompenaars, Charles Hampden-Turner and Geert Hofstede).

The training day gives you an overview of the models which underlie the VSQ questionnaire as well as of its applications. You will learn how the questionnaire has been designed, what it questionnaire measures, which reports are available and how you can use it.

Wednesday 24nd: COMET Certification Training

jobEQ's COMET product line offers Solutions in the area of competence management and behavior based interviewing methods. As part of this product line we offer software to test for behaviors (either in self-assessment mode or in 360° feedback mode), as well as an interview and modeling methodology. Certified users also can use our pre-defined questionnaires to test for emotional competencies (COMET/EQ) and for mentoring & coaching skills (COMET/mentor).

The training day teaches you jobEQ's Competence Modeling Approach, consisting of a behavior based interviewing procedure, together with applications in the area of job profiling as well as modeling key organizational values. As a result of the modeling process you will be able to design a behavior based questionnaire. You will also learn to detect to what extent a candidate fits the key competencies linked to a function or whether the candidate shares the key values of an organization. Other applications include jobEQ's Action Oriented Coaching Approach as well as checking for coping strategies a person has to compensate for areas in which their motivation is low. We will also discuss competency management in general and assessment centers in specific, as well as how COMET can be compared to state-of-the-art applications in these fields.

Thursday 25nd: Modeling Workshop: iWAM & VSQ Modeling Certification

jobEQ's Certified Modelers have access to jobEQ's modeling extension, a toolset which expands upon jobEQ's Team reporting & search engine subscriptions. Learn how to use these tools to make a model of excellence of a function and to make cultural models or standard groups.

During this training day, we will run through a couple of concrete examples of function related models, as well as models linked to organizational culture. To get certified as a modeler after this training, you will be asked to make a model of excellence under supervision of Patrick Merlevede. Obtaining the certificate will depend on the results of that project.

Pricing Post conference workshops:

299 Euro/day - 239 Euro/day when paid in full by July 1st

You will find the registration form at <http://www.jobeq.com/conference/jobEQconf2011regform.doc>

Extra: Monday Morning: Senior Partners Breakfast

Invitation Only - Attendance Criteria:

- Participant in Gold Level of Partner Support Program
- or
- Experienced jobEQ partner, certified as iWAM trainer or partner, who has been using of jobEQ's software for at least 1 year and who has bought (and used) at least 500 credits (or over 250 credits + a model of excellence)

Breakfast offered by jobEQ, with several Table Rounds, such as:

Discussion of conference so far – lessons learned?

Strategy meeting: where to take jobEQ in the coming years?