



**Self-Actualisation  
Trainings that  
Change Your Life**





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## Creativity & Innovation

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**Personal experience:** “When I first went to the Creativity and Innovation workshop I took with me a career development problem that had dogged me for almost ten years. You see, I never could really understand the domain of marketing and how it fitted in with business and personal life. It’s a no-brainer for some, but that was my weak spot. We all have something we constantly struggle with; it might be career, relationships, work, sport, even just home renovations. Problems are everywhere in life and we need clear, strategic, practical thinking to solve it.

*I didn’t expect much so was blown away when I came away after just three days with an effective, clear and practical long-term business plan. I now know what the ‘real’ problems were and when I look to the future there is a feeling of stability and certainty. I now know exactly **what** to do, **when**, with **whom**, **why** and **how** in order to achieve long-term growth and success”.*

**Discover the creativity necessary to actualise new passions and potentials in your life, company and career**

This is **not** a ‘fluffy’ or trivial course. This training is perfect for managers, leaders, educators and parents. For people involved in large organisations, this course is a must! You’ll tap into your creative mind and generate incredibly practical results. You’ll identify and solve personal and professional problems and devise highly effective solutions that will give you the edge where you need it most.

Learn to create well-formed **outcomes**, well-formed **problems**, and well-formed **solutions** and then solidify them into well-formed **innovations** where you can create an action plan that brings your dreams into reality. Perfect for coaches and executives who need exceptional, realistic problem solving skills.



Creativity is twofold; it has an **Inspiration** stage, then an **Innovation** stage (Maslow). Unfortunately most people are strong in one area and weak in the other. And even if they are good at both, they often don’t know how to bring the ideas together into a working reality. Part of the reason they often aren’t synthesised properly is because people don’t actually identify the correct outcomes needed, the proper problems to solve along the way or the best methods to solve them. Or they can’t define the practical steps needed. With so many variables that most people are unaware of it’s no wonder people and businesses get held back or can’t seem to implement long-term growth

The **Creativity and Innovation** workshop brings you four structured conversations that when brought together allow for *inspiration* and *application* of your best creative ideas. If you have dreams and ideas that would make your life more meaningful and productive but haven’t achieved them yet... this workshop is definitely for you.

## Benefits:

- *Problem solving skills par excellence!*
- *Overcome obstacles and achieve your goals in a more streamlined way*
- *Develop creativity and excellence in finding solutions*
- *Become more self-actualising in general (Abraham Maslow theorised that creativity and self-actualisation may be synonymous)*
- *Separate real problems from 'pseudo-problems' and stop holding yourself back with trivial hang-ups*
- *Create real-world solution that actually work!*

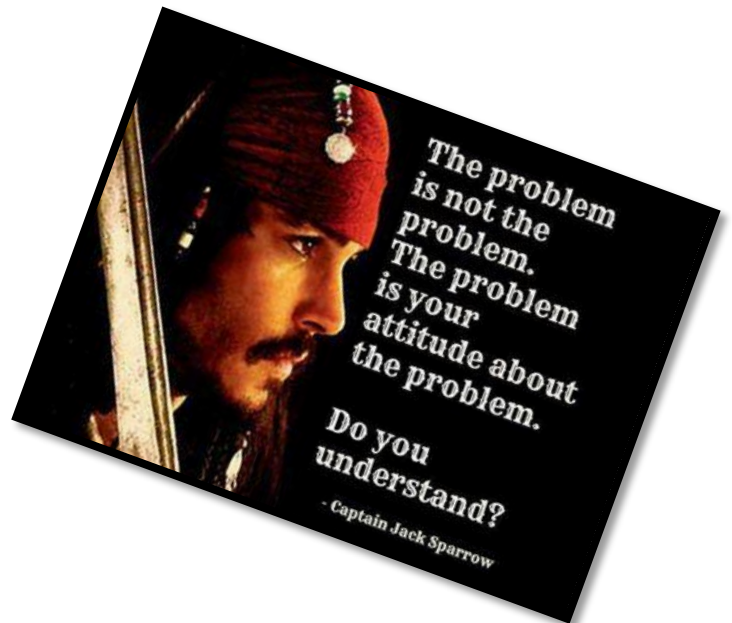
## Here's what happens:

### Day One:

- Define what creativity is and how it is expressed
- Assessment of your creativity and problem solving skills
- Define your personal inhibitors to creativity
- The stages of creativity
- The well-formed Outcome conversation
- Defining 'problems'
- The well-formed Problem conversation

### Day Two:

- Creative problem solving
- The components of creativity
- Meta-stating creativity
- Mistakes as doorways to creativity
- Principles for solutions and creativity
- The Creative Solution process
- The well-formed Solution conversation

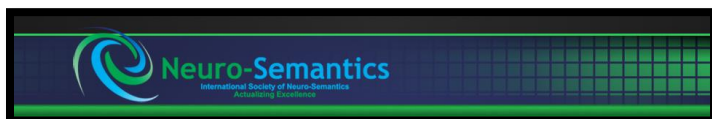


### Day Three:

- Creative Innovations
- Making your creative ideas *real*
- Your Creative Singularity
- The well-formed Innovation conversation
- Your Performance Profile for implementation
- Four strategies for creativity

**Creativity & Innovation** is certified globally by the International Society of Neuro-Semantics (ISNS)

[www.neurosemantics.com](http://www.neurosemantics.com)



ISNS courses are run in over 40 countries across every continent. This course has helped thousands of people from all walks of life because no matter where

you are today, *you* have untapped potential and I will show you how to access it. Everyone gets value from this course.

Your trainer, Alan Fayter is a certified Master Trainer with the ISNS, and member of the ISNS Global Leadership Team ...and an all-round nice guy 😊



**Your Investment:** **\$695 NZD**

**For booking – contact Alan directly:**

Phone (+64) 021 260 5486

Email: [talktoalan@optimum-mind.com](mailto:talktoalan@optimum-mind.com)

**Timings and formats:**

The Unleashing Potentials training is 3 days in length: 9am-5pm.

***“Just one weekend to change your plans from normal, which could make every other weekend (and week) of your life truly exceptional”***

**Public training:** See [www.optimum-mind.com](http://www.optimum-mind.com) for public training dates and **sign up to the elist** for new training release dates and the free weekly articles or videos.

**To ensure the best learning environment, all public trainings are strictly limited in numbers and are conducted in an intimate and safe venue.**

**Don't miss out,**

[talktoalan@optimum-mind.com](mailto:talktoalan@optimum-mind.com) and book now

***Completion of all of the Self-Actualisation trainings certifies you with a Diploma in Self-Actualisation Psychology***

**Refund policy:** If you're not completely satisfied with the course at the end of day 1 or 2; I won't take any more of your time, I'll give you a full refund then and there – and you get to keep all your materials

\*Courses are subject to minimum numbers of attendees

**To book now – contact Alan directly:** Phone (+64) 021 260 5486 or [talktoalan@optimum-mind.com](mailto:talktoalan@optimum-mind.com)

**Corporate training:** In-house, courses can be run in any format to suit your needs;

- 3 consecutive full days
- 3 days spread over a number of weeks (i.e. 1 day per week)
- 6 half day blocks run over a number of weeks (i.e. half a day per week)
- Any schedule to suit your needs

**Corporate Investment:**

In-house or group trainings: Daily rates + materials apply



## INTRODUCING ALAN FAYTER



- *NS-NLP Master Trainer (ISNS)*
- *NLP Trainer (IANLP Fellow Member Trainer)*
- *Coach IANLP*
- *Certified Meta-Coach (MCF)*
- *Self-Actualisation Coach & Trainer (Dip)*
- *Dr Clinical Hypnotherapy (distinction)*
- *Transforming Communication Instructor*

Alan has a diverse working background and spent many years travelling the world gaining valuable “real life” experiences that enables him to connect with and understand people on many levels. He believes that if you’re going to do something, then be the best! This driving attitude has led to many personal successes starting way back when he graduated the top of his class as a part-time soldier in the British Army. Alan’s passion for helping others achieve the best has lead him towards training and coaching in various areas over the years, he has been a qualified and experienced scuba diving instructor and experienced black belt martial arts instructor.

It’s Alan’s pursuit of excellence and sharing what he has learnt that lead him to study of excellence and Human Potential itself – Neuro Linguistic Programming, Neuro-Semantics, Hypnosis & Meta-Coaching. Alan has been working with people and successfully helping others to make positive changes in their personal and professional lives since 2001. His passion for learning, excelling, teaching and assisting others to unleash their potentials continues. He has a Doctorate in Clinical Hypnotherapy (distinction) yet focuses on conversational hypnotic applications.

Alan is a Fellow Member Trainer with the ***International Association of NLP***; one of only a handful in all of Australasia. IANLP is widely recognised as the world standard for NLP with strict criteria for membership ensuring the highest possible training standards and qualifications for you.

As a certified Meta-Coach with the ***Meta-Coach Foundation*** Alan uses specific models for coaching executives and business owners, and uses models aimed specifically at business development.

Alan also trained as a Trainer with the ***International Society of Neuro-Semantics*** under the direct tutelage of Dr L. Michael Hall PhD, the developer of Neuro Semantics, and graduated the top of his class. In 2014 Alan completed his four year internship, hit the stringent benchmarks and is now a Neuro-Semantics *Master Trainer*. Alan trains and speaks at conferences and trainings worldwide and is a recognised leader in his field. He is a member of the ISNS Global Leadership Team.

Alan provides coaching and training from basic short courses right through to career development trainings which he certifies at an international level.

Alan has and does provided coaching and training to organisations such as Inland Revenue, Meridian Energy, Airways NZ, The Just Group, ECAN, Glassons, Hallensteins and many others.

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