

Six Value Medals Certification

October 9 - 12, 2007

AMA Executive Conference Center – New York
1601 Broadway
New York, NY 10019

Agenda

Day One, Tuesday

9:00 am Greetings and Opening Activities

9:30 am The Importance of Values
Values and Perception
Values Relativity
Negative Values

10:30 am Break

10:45 am Big and Small Values
The Use of Values
Overview of the Six Value Medals
Overview of the Values Scan

12:30 pm Lunch (provided)

1:30 pm The Value Medals in More Detail:
Gold Medal Values (People)
Silver Medal Values (Organization)
Steel Medal Values (Quality)

3:00 pm Break

3:15 pm Wood Medal Values (Environment)
Brass Medal Values (Perception)
Value Scan

3:45 pm Review, Questions

4:00 pm Adjourn

Please note: There will be an informal cocktail reception following training on Day 1, place/time TBA.

**This agenda may vary to fit the size and needs of the group. Start, break, lunch and ending times are firm.*



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Day Two, Wednesday

9:00 am The Value Medals in Detail:
Glass Medal Values (Innovation, Creativity, and Simplicity)
Wood Medal Values (The Environment)

10:30 am Break

10:45 am Brass Medal Values (Perception)

12:30 pm Lunch

1:30 pm Value Sensitivity
Priorities
Value Size
The Value Triangle

3:00 pm Break

3:15 pm The Value Map

General Audience Adjourns

3:45 Certification Candidates Receive Instructor Materials
Participant Presentations Are Assigned

4:00 pm Adjourn

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Day Three, Thursday

9:00 am	Presentations using Six Value Medals Instructor Guide, Templates and PowerPoint
	<i>10:30 am Break</i>
10:45 am	Presentations
12:00 pm	Marketing the Course
	<i>12:30 pm Lunch</i>
1:30 pm	Presentations
2:00 pm	Practice Meeting
	<i>3:00 pm Break</i>
3:15 pm	Presentations
3:45 pm	Evening Work Assigned
	<i>4:00 pm Adjourn</i>

Please note: There will be a Certification Class dinner following training on Day 3, place/time TBA.

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Agenda **Day Four, Friday**

9:00 am	Evening Work Output
10:00 am	Presentations
	<i>10:30 am Break</i>
10:45 am	Practice Meeting
11:45 pm	Presentations
	<i>12:30 pm Lunch</i>
1:30 pm	Content Review Working with Clients
2:30 pm	Awarding of Certificates
	<i>3:00 pm Adjourn</i>

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