



The Individual Potential Accelerator

The Tool and the Online Accreditation Programme

The Individual Potential Accelerator



The Individual Potential Accelerator, known as the iPA, is an innovative profiling and development tool that helps the individual to:

- identify their unique skills and talents, and to own their unique potential and personal power
- stay focused and resilient, particularly in challenging times, so that they remain highly effective
- be authentic - to be known, liked and trusted - so that they may inspire and influence others effectively

The iPA achieves this by measuring a range of behaviours, attitudes and personality traits distilled from recognised human behavioural and relationship theories including emotional intelligence.

This powerful personal change tool:

- is administered online
- has an optional 360 profile
- includes an extensive 'Next Steps' workbook
- requires feedback from an iPA-trained consultant
- now includes a 'light' report that doesn't require feedback – great as an introductory tool or for use in teams





The iPA is a highly effective and transformational coaching tool because it addresses:

1. The fear of judgment, being labelled, pigeon-holed or put in a box

The iPA's non-judgmental approach aims to highlight the individual's unique attributes and potential, as well as their interferences to effectiveness and high performance. It does not seek to define who they are or infer that they should change, rather it helps them rediscover their deeper, wiser, unconditioned self.

2. Resistance to change and the attitude 'So what? – That's just how I am'

The iPA encourages the individual to take responsibility for their feelings, behaviours and choices, and to recognise the impact these have on their life outcomes and relationships. It focuses on how to enhance the positive elements of their personality, and manage the unhelpful aspects.

3. The frustration of knowing change is needed but not knowing what to do about it

Throughout the personal iPA profile, the individual is encouraged to explore their current behaviours and attitudes, what changes they could make if they choose to, and how to go about that. A substantial, interactive e-workbook also comes with the profile to help them take positive steps forward, either on their own or with the guidance of a coach.

The iPA in Leadership

The iPA is now being used successfully on leadership development programmes to help leaders explore the impact they are having on others through their leadership interactions. They are making the behavioural and attitudinal changes that enable them to inspire and influence others authentically, to manage their own energy and reduce the impact of stress, and to get clear and focused so that they manage expectations and conflict well, and personally perform at a higher level.

"It has really come home to me how truly non-judgmental and self-coaching the iPA is. And with the 360 scales, there really isn't a sense of a 'low' score, just different perspectives." **Maureen Bowes, Director, People Intelligence**



Why Choose the iPA?

The iPA was originally designed as a coaching tool. However it is also now used on leadership development programmes, where the 360 profile is providing deep insight into the impact the delegate has on the people they lead or engage with.

The key differentiator between the iPA and other profiling tools is that its focus is on 'how to change' rather than 'how you are'. It is an 'applied' tool. As such, it can also be used in tandem with personality and psychometric measures to address the 'So what now?' question.

Not so easy to fake!

A significant benefit that the iPA offers is that the online iPA questionnaire is relatively difficult to fake - one of the current criticisms of many of the measures of 'soft skills' and emotional intelligence.

The reason for this is that the iPA questionnaire asks the user to score themselves along 33 dimensions (pairs of words/phrases), few of which appear to have a right or wrong, or preferred answer.

And yet the output is consistently, and uncannily accurate, according to feedback we regularly get from users of the profile.

"WOW the iPA profile is impressive! Really, really. Congratulations. It's so multi-layered, focused and interconnected and above all - useful. It shows a really profound understanding of all of the relationship theories and how they overlap. And as I'm writing this, it occurs to me that it is in the overlap that the spark likes." **Annette Simmons, author 'Quantum Skills for Coaches'**



What Does the iPA Measure?

The iPA explores:

Personal Success Attitudes – the key elements that underpin personal success

- How your focus and resilience is impacted by your current self esteem and anxiety levels
- How your level of openmindedness affects your ability to be solutions focused and to maintain a healthy control
- How developing a true spontaneity enables you to stay open to creativity and inspiration
- How to connect with others so that you inspire and influence effectively

Relationship Success Factors – the key elements of successful relationship management

- How your attitude towards control is impacting your relationships
- How your interdependence is diminished by self-reliance or lack of confidence
- How being emotionally expressive can be a positive and a negative!
- How your attitude towards yourself, others and life is also impacting your relationships

Ego States – relational patterns of thinking and feeling

One of the most popular and insightful aspects of the iPA is its exploration of the range of thinking and feeling / relational patterns that make up what are commonly known as the *Ego States* (from the framework of Transactional Analysis).

“Going through the (iPA) profiling process has been so incredibly enlightening! I can honestly say that if asked, I would not have thought that I had self worth or confidence concerns. And I did not expect for such an immediate change in my attitudes. Without hesitation I would recommend this process for anyone.” **Christene Madsen, Alberta, Canada**



The iPA Range of Reports

The iPA comprises:

iPALite A 20-page personal success indicator, administered completely online without the need for individual feedback from an accredited coach.

iPA A full developmental report that gives an indepth exploration of an individual's personal success attitudes, relationship success factors, and relational patterns based on the Ego States.

iPA 360° To gain the perspective of others, particularly important for leaders, the iPA is supported by a simple, optional 360° profile.

iPA Compatibility Compare the results of two or more iPA self assessment reports to highlight the likely strengths and challenges of the relationships between them. Useful in the recruitment process for identifying 'best fit' candidates, and for resolving conflict or grievance situations.

The iPALite, iPA and iPA 360 reports are available online. The iPA Compatibility report is provided through our bureau service on request.

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The iPA and Emotional Intelligence

Emotional intelligence was popularised in the mid 1990s by the publication of the best-selling book 'Emotional Intelligence: Why It Can Matter More Than IQ' by Harvard Professor, Dr Daniel Goleman.

With the advances in neuroscience in recent years, so much more is now known about how the brain functions, what emotions are, and how the two impact on the key systems in our bodies – the nervous, immune, and endocrine systems. This helps us understand the links between our emotional intelligence and our performance, as well as our health and stress outcomes.

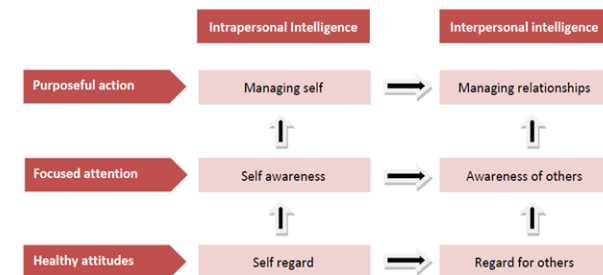
The iPA enables an individual to measure and develop their emotional intelligence within the context of relationship - relationship with themselves, and relationships with others - the two sides of the EI coin. The iPA achieves this by:

Purposeful Action: by encouraging them to take charge of their personal mastery through quick success tips, development suggestions, reflective questioning, goal-setting and awareness-raising exercises, and supporting workbooks and resources

Focused Attention: by suggesting the key strengths and challenges that they are likely to be currently facing so that they can focus their development efforts in the areas that will build their emotional intelligence and accelerate their potential right now

Healthy Attitudes: by providing insights and exercises to help them raise their self regard and their regard for others – the fundamental attitudes that underpin our ability to be authentic and emotionally intelligent

Applied Emotional Intelligence model



Adapted by Minds4Success Limited 2009



Becoming an iPA Accredited Consultant

We run an online iPA accreditation programme that runs over 4 consecutive weeks, followed by practices and a final assessment.

During this programme, you will gain an indepth understanding of the iPA report, including the 360° and Compatibility elements so that you can make the most of the information it provides, and help others explore their reports more meaningfully.

What the iPA accreditation gives you:

- Online individual and 360° profiling for use in personal, team and leadership development
- The latest, EI-based development tool on the market built by EI experts and development specialists
- Cost-effective alternative to more expensive profiling tools
- A tool that dovetails with other profiling tools to provide new, additional insight and more sustainable change
- Innovative self-coaching formula through context-relevant, interactive 'Next Steps' e-workbooks
- Monthly virtual meetings and an active user community for product updates and shared learning

"The iPA online course with Amanda Knight is a little gem. The course material is excellent and introduced some new dimensions in Emotional Intelligence that has helped me personally and in the way I train EI in leadership courses. The online webcasts and access to documents was slick and effective and the iPA reports are very dense and yet still readable. It is good value too! I would recommend it for anyone wanting a deeper understanding of EI and an excellent report for EI coaching." **David Hill, Leadership Coach and Facilitator, First Ascent**



About The Accreditation Programme

This programme is a blended learning programme that runs over 4 weeks plus a final assessment period. It involves:

Theory: Understanding how the iPA was developed, how it can be used, the development concepts that underpin it (particularly emotional intelligence), and how to use the tool to accelerate the personal change process.

Practice: To become an accredited iPA consultant you need to demonstrate an intuitive understanding of the tool, and an ability to feedback profiles in a safe, empathic, empowering way.

Personal Learning: You will explore your own emotional intelligence throughout the accreditation as this serves as the most direct way to understanding the theory, purpose and effectiveness of the tool, and to becoming an emotionally intelligent coach.

Assessment: There is a short pdf assessment at the end of Weeks 1, 2 and 3, and a final assessment to be completed once all the practice sessions have been completed.

Blended learning

This is a virtual programme that uses the following interventions: webinars, live Q&A calls, online sharing, and telephone coaching.

“The iPA suite is a really cost-effective solution for today’s challenging economic climate. I am now able to offer my clients a robust profiling tool with inbuilt development solutions at a truly affordable price.” **Mac Farquhar, EI Coach, Able People Ltd**

The Programme Schedule

Module	Media	Agenda
Preliminary	Email / online	Complete own online iPA questionnaire Submit list of 360 raters
Introduction	Telephone-based 1:1	Personal iPA feedback session
Week 1	Webinar (recorded)	Overview of the iPA: <ul style="list-style-type: none"> - History, values base, theories - Becoming accredited – the process Exploring the iPA: <ul style="list-style-type: none"> - Relationship with Self
Week 1 Group Q&A	Teleconference	Mandatory call – facilitated discussion
Week 1 Assessment	Interactive pdf	For submission prior to Week 2 Q&A
Week 2	Webinar (recorded)	Exploring the iPA: <ul style="list-style-type: none"> - Relationship with Others - Connecting factors, patterns and dimensions
Week 2 Group Q&A	Teleconference	Mandatory call – facilitated discussion
Week 2 Assessment	Interactive pdf	For submission prior to Week 3 Q&A



Week 3	Webinar (recorded)	Using the iPA: <ul style="list-style-type: none"> - The iPALite - The iPA 360 profile - Positioning, contracting and using the Next Steps workbook
Week 3 Group Q&A	Teleconference	Mandatory call – facilitated discussion
Week 3 Assessment	Interactive pdf	For submission at end of programme
Week 4	Webinar (recorded)	The iPA Suite of Products: <ul style="list-style-type: none"> - Use with individuals, groups, teams and in leadership development Becoming an Accredited User: <ul style="list-style-type: none"> - The User Management System - The iPA User Community
Week 4 Group Q&A	Teleconference	Mandatory call – facilitated discussion
Final Assessment	Practices	Arrange and deliver your own iPA practice sessions (6 free profiles included)
	Interactive pdf	Portfolio write-up for submission at end of programme with Week 1-3 Assessments



Your Course Tutor

This programme is designed and delivered by the lead designer of the iPA, Amanda Knight of Minds4Success.

Amanda Knight is a British speaker, published author, facilitator, and leadership expert. For over 12 years she has been working with entrepreneurs and corporate executives in mindset change and authentic leadership. She also teaches other coaches and personal development specialists in the concepts, tools and techniques of transpersonal change.



She is a UK thought leader on emotional intelligence, and co-author of the book 'Applied EI' (Wiley 2006), and has been awarded a postgraduate accreditation by a UK university for her emotional intelligence-based leadership and coach development certification programme.

Amanda is fascinated about why we so often resist change. She is passionate about helping people to more easily step through change and into their full potential, and she is particularly keen to promote the importance and significance of emotions in working with transpersonal concepts such as quantum skills.

As well as working with individual clients and groups, she also develops online resources to help the individual take charge of their personal development. As well as leading the design and development of the iPA profiling and development tool used by a growing number of coaches and trainers with their own clients, she has recently launched a 'mini' version called 'iPALite', a personal success indicator that does not require feedback from a coach, and which helps individuals and teams explore their current performance against 8 vital personal success factors including 'Positive Expectations', 'Resilience', and 'Healthy Control'.

To Apply



Please contact the course tutor, Amanda Knight at info@minds4success.co.uk for details of the next programme, and to arrange an initial telephone call to ascertain that the course will meet your professional and personal development needs.

Your Investment

The cost* of the iPA Accreditation is:

UK pricing: **£495** plus VAT

US pricing: **\$897**

A 3-part instalment plan is available.

*Price valid as at January 1st 2012 and subject to change – please check our website at www.minds4success.co.uk for current prices.