



# iWAM Certification

## Decoding Conversations

A 2 day open course designed for HR Managers, NLP practitioners and coaches looking to gain understanding, develop skills and become certified to use JobEQ iWAM assessments.



The Inventory for Work Attitude & Motivation (iWAM) is a questionnaire used for job related activities, such as recruitment, coaching & training projects. It is based on metaprograms, a model of cognitive thinking styles (48 parameters are measured and explained). The iWAM Management Report identifies a person's motivational and attitude preferences in the job context and predicts how this person will behave in various job types, such as administrative, customer contact or managerial tasks. The iWAM Attitude Sorter predicts key motivational preferences and development areas. The questionnaire can be administered over the internet or as a pen-and-paper test. Originally developed in English, iWAM is also available online in French, German, Danish & Dutch. The test administration takes 25-45 minutes.

### On completion of this workshop you will understand:

- What is the iWAM (background, reliability, validity)
- How to use iWAM in my role as coach, NLP practitioner, HR/Recruitment consultant, small business operating, Corporate Manager.
- How to use iWAM in modeling excellence.
- How iWAM can increase my business results
- What reports are available
- How iWAM complements other tools

**"We used the iWAM profile at our recent sales and Marketing conference, backed up by half hour one-to-ones with coaches from Learnpurple. The results were outstanding—I can't recommend this coaching model highly enough"**

Simon Griffiths, Director of People Innovation and Education, Pan Pacific Hotels & Resorts



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**The program includes highly interactive and skillfully facilitated sessions which concentrate on practical applications of:**

The 16 pattern categories measured by iWAM.

Extensive and practical exercises to unpack & apply metaprogram knowledge.

The link between iWAM, metaprograms, and Motivational Theories.

Introduction to the iWAM reports: Individual, paired comparison and team reports.

High level coaching and debriefing skills using iWAM.

Supervised practice in interpreting & the debriefing process in all report styles.

Introduction to modeling and replicating expertise using iWAM.

Changing Metaprograms: innovative processes for adding flexibility to shadow metaprograms.

Marketing and selling iWAM to your clients.

Managing the iWAM HR Desktop and test administration system.

iWAM test design: statistics, standard groups and culture.

**“The iWAM has become a central tool in our approach to executive and leadership development as well as in the development of effective leadership teams. I wish there had been such an instrument available twenty years ago.”**

Carl Harshman, Harshman & Associates.

You may be able to access up to £1000 of funding from Train to Gain for this programme—Please ask for details



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