

# BRINGING OUT THE BEST IN YOURSELF AT WORK

## TRAIN-THE-TRAINER PROGRAM SAN FRANCISCO, CA

### I N F O R M A T I O N

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## BRINGING OUT THE BEST IN YOURSELF AT WORK

Fully integrates the Enneagram with today’s most important business applications of the Enneagram  
6-day Train-the-Trainer program with Ginger Lapid-Bogda, PhD

How do we effectively train and consult with organizations to enable them to create sustainable and positive results using the Enneagram? This program, based on Ginger’s first book, *Bringing Out the Best in Yourself at Work*, gives you a first-hand experience and detailed activities to bring the Enneagram into organizations in the most important and most frequently used business applications of the Enneagram: communication, conflict, feedback, teams, leadership, and coaching.\*

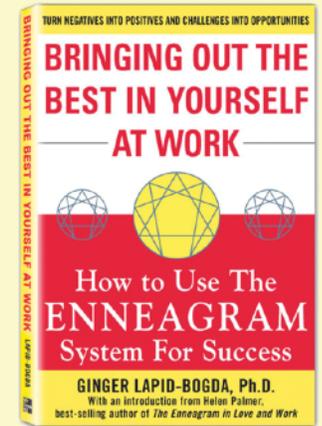
By integrating the Enneagram with time-tested and effective models from the behavioral sciences and leadership development, participants learn high-impact high-activities that make the Enneagram come to life! With over 38 activities described in detail – and complete with power point slides and participant handouts – participants engage and learn, but also get practice designing and leading their own original activities. Along with a 175-page Trainer’s Guide and accompanying thumb drive containing color power points, participants also receive a set of companion training tools for the program and a certificate of completion.



While you don’t need to be an expert in the Enneagram, training, consulting, HR, managing, or coaching to attend, it is helpful to have some background in one of the above-mentioned areas in order to ground your learning.

\*You can read about the best practices and most frequently used business applications of the Enneagram in the 2011 Benchmark Report by the EIBN (Enneagram in Business Network). Request a copy: [ebr@theenneagraminbusiness.com](mailto:ebr@theenneagraminbusiness.com)

**Register online or call 310.829.3309**



**6-Day Program**

**San Francisco, CA**

**May 29 – June 3, 2019**

*Newer to the Enneagram?  
Attend the early morning session on first day | May 29*

*Early-bird rate | \$1600 USD  
After April 1 | \$1700 USD*

*For more information:  
[info@theenneagraminbusiness.com](mailto:info@theenneagraminbusiness.com)*

# MORE PROGRAM INFORMATION

<p><b>Meeting Location</b>  <b>An Artist Loft</b>                  2180 Bryant St. Suite 202,                  San Francisco, CA, 94110 (map)</p> <p><b>Meeting times</b>                  8:30 am – 6 pm each day                  Project teams meet at night                  Last day ends at 3:30 pm</p>	<p><b>Venue</b>  <b>An Artist Loft</b>                  This program is being held in an artist's loft in the up-and-coming trendy Mission District in San Francisco.</p> <p><b>Address</b>                  2180 Bryant St. Suite 202,                  San Francisco, CA, 94110 (map)</p>	<p><b>Airport   San Francisco International (SFO)</b>                  Lyft and Uber pick up from the airport; you can also take BART from the airport to San Francisco.</p> <p><b>Clothing</b>                  Dress comfortably and casually.</p>	<p><b>Meals</b>                  Program fee covers registration, breaks, and materials. There are numerous restaurants within easy walking distance for lunch.</p> <p><b>Refunds</b>                  Cancellations before April 1 (\$75 fee); no refunds after that date.</p>
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## Important Information

**Participant Requirements** Participants newer to the Enneagram should attend an early morning session the 1st day of the program (May 29) at 8 am.

**Day hours** Daily hours are (8:30 am – 6 pm each day); there are multiple breaks and ample time built into the program for lunch.

**Evening hours** Please keep your evenings free (except the first evening) because you will be participating in a “project team” that decides almost everything; your project topic and scope, when you will meet and for how long, etc. Many teams decide to meet at night.

**Attendance** Commuters are welcome, but all participants must attend all sessions. If for any reason you must miss any part of the program, this must be pre-arranged with Ginger Lapid-Bogda for approval. Any missed time must be made-up.

**Certificate** The program certificate is given at the program end, an indication of your hard work and completion.

**Pre-Reading** Everyone must read this book prior to the program: *Bringing Out the Best in Yourself at Work* (Lapid-Bogda).

Highly recommended is Ginger’s new book, *The Art of Typing*, as an engaging and illuminating way of understanding the 9 Enneagram types from the perspective of Ego-structure, plus insightful ways of differentiating between the 9 types.

## Hotels in the Area

If you are from out of the area, please check local San Francisco hotels or airbnb.

Most hotels are within 1-3 miles of the venue. You can walk to the venue, take a taxi, or take Lyft or Uber.

## International Reservations

If you are from outside the US, and you have any challenge finding hotels or airbnb, you can contact the office: 310.829.3309 or [info@theenneagraminbusiness.com](mailto:info@theenneagraminbusiness.com)



## In this program, expect to...

- Be highly engaged throughout
- Work on projects many evenings
- Meet some great people

**Ginger Lapid-Bogda, PhD**, is an internationally recognized Enneagram author, teacher, speaker, OD consultant and coach who helps organizations, leaders, teams, and individuals use the Enneagram to enhance their personal and professional lives. She is the author of 7 Enneagram-business books, many of which have been translated into multiple languages; provides state-of-the-art Train-the-Trainer and other certificate programs, based on the Enneagram’s business applications, around the world; offers easy-to-use engaging Enneagram training tools; and created “Know Your Type,” the Enneagram App for Apple, Android, and Kindle Fire.

## Books by Ginger Lapid-Bogda



Ginger Lapid-Bogda, PhD

# WHAT IS THE PROGRAM STRUCTURE?

## Overall Program Orientation

The Train-the-Trainer program based on *Bringing Out the Best in Yourself at Work* is highly interactive, as participants engage in many of the hands-on activities in the elaborate Trainer's Guide. Learning by doing is a core foundation of this program; watch the 9 Enneagram styles come alive in these foundational activities!

## Typing

While it is essential to remember that it is not the trainer or consultant's job to type another person, it is our role to teach the system and guide participants in our program to discover (uncover) their own Enneagram style. This program teaches you how to do this in a group setting – using Typing Cards and other materials – and the typing process also applies in a 1-1 setting.

## Communication

Because this is the most commonly used Enneagram application in business settings, the applications section of the program begins here, with multiple activities to help others understand their type better and to enhance their communication skills in the process. The focus is on speaking style, body language, blind spots, and distorting filters when listening.

## Feedback

Feedback is the most underutilized skill in organizations today! Many companies provide skill-based job training and rewards systems when the real issue is that people do not get enough honest feedback, both positive and constructive. In this section of the program, you'll learn how to teach the art of giving feedback and the following "how tos": type-based strengths in giving feedback, type-based common feedback errors, and how to adjust feedback to the 9 styles for optimal impact.

## Conflict

Most people prefer to not engage in conflict, yet conflict exists in almost all relationships. With too much unresolved conflict, relationships and work suffer. With too little conflict, either people are not being forthcoming or relationships and work lose their vitality. In this section, you'll learn to understand and work with conflict from an entirely new perspective, one that makes conflict productive for organizations and a source of deep development for individuals. Why? Both the issues that cause us to react negatively and how we deal with these reactions are a result of our Enneagram style. As a result, conflict becomes a fertile source for our own personal and professional development.

## Leadership

Leadership style is a direct outgrowth of Enneagram style, and the Enneagram is a premier approach to help leaders identify their predictable strengths and derailers (development areas), as well as their paths for growth. Based on leadership paradigms and paradigm shifts, this section of the program is an easy-to-use and understandable way to help leaders dramatically develop.

## Program schedule at a glance...

### Day 1

- Program Overview
- Training Design
- Enneagram System and Typing
- Project Teams

### Day 2

- Enneagram Communication
- Enneagram Feedback
- Project Teams

### Day 3

- Enneagram Conflict
- Enneagram Leadership
- Project Teams

### Day 4

- Organization Development
- Enneagram Teams
- Project Teams

### Day 5

- Enneagram Coaching
- Transformation
- Project Teams

### Day 6

- 27 Enneagram Subtypes
- Ethics and Marketing
- Project Team Presentations
- Closing and Certificates

## Teams

This program has a major focus on using the Enneagram to understand individual behavior and team dynamics and then use to this insight for individual growth and the creation of high performing teams. We use team goals and interdependence, team roles, and the four stages of team development (forming, storming, norming, and performing), all integrated with the Enneagram.

## Coaching

This section focuses on the Enneagram and intuitive coaching as a way to access our inner resource as coaches.

## Transformation

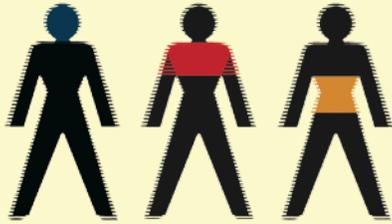
You'll learn multiple transformational activities for your own self-development, but also for use with your leadership clients. These activities work very effectively in organizational settings.

*"Learning is more effective when it is an active rather than a passive process."*

– Kurt Lewin, PhD, the father of modern social psychology

# WHAT IS THE ENNEAGRAM?

## 3 Centers of Intelligence



Each Enneagram style is rooted in one of three Centers of Intelligence: the Head Center, the Heart Center, or the Body Center. The three Centers of Intelligence stem from a long Eastern philosophical tradition and refer to the ways in which we typically process information and respond to events. While we all have heads, hearts, and bodies, our personality is organized around one of these three centers or modalities. Each center also contains three of the nine Enneagram styles.

Head Center Styles: 5, 6, and 7  
 Heart Center Styles: 2, 3, and 4  
 Body Center Styles: 8, 9, and 1

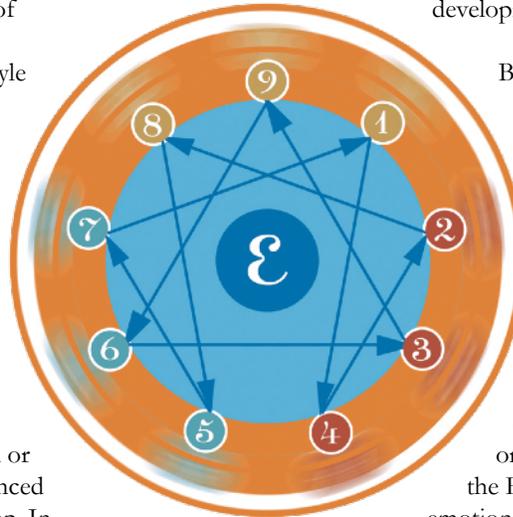
The goal of the Enneagram is integration: to fully and effectively access all three Centers and to use them in an aligned way.

## History

The Enneagram is an ancient system – at least 2000 - 4000 years old. The word comes from two Greek words ennea (“nine”) and gram (“something written or drawn”), and refers to the nine points on the Enneagram symbol. The nine different Enneagram styles, identified as numbers One through Nine, reflect distinct habits of thinking, feeling, and behaving, with each style connected to a unique path of development. Each person has only one core Enneagram style, and while our Enneagram style remains the same throughout our lifetime, the characteristics of our style may either soften or become more pronounced as we grow and develop. In addition to our core Enneagram style, there are four other styles that provide additional qualities to our personalities; these are called wings and arrows.

## Current Usage

More than a personality typology, the Enneagram is a profound map illuminating the nine different architectures of the human character. It is also the most powerful and practical system available for increasing emotional intelligence, with insights that can be used for personal and professional development.



Because the Enneagram is cross-cultural and uncannily accurate, its modern usage is growing dramatically across the globe. In addition to being used by individuals who embrace it for their own insight and development, organizations are using the Enneagram to increase emotional intelligence (EQ), enhance communication, manage conflict constructively, build high-performing teams, develop leadership, and more.

“We are looking for the key to our ultimate fulfillment in the wrong place.” – C. Naranjo

## THE 9 ENNEAGRAM STYLES

<b>Ones</b>	Seek a perfect world and work diligently to improve both themselves and everyone and everything around them.
<b>Twos</b>	Want to be liked, try to meet the needs of others, and attempt to orchestrate the people and events in their lives.
<b>Threes</b>	Organize their lives to achieve specific goals and to appear successful in order to gain the respect and admiration of others.
<b>Fours</b>	Desire deep connections both with self and others, and they feel most alive when they authentically express their feelings.
<b>Fives</b>	Thirst for information and knowledge and use emotional detachment as a way of keeping involvement with others to a minimum.
<b>Sixes</b>	Have insightful minds, are prone to worry, and create anticipatory scenarios to feel prepared in case something goes wrong.
<b>Sevens</b>	Crave stimulation (ideas, people, and experiences), avoid pain, and create elaborate future plans to keep all their options open.
<b>Eights</b>	Pursue the truth, like to keep situations under control, want to make important things happen, and try to hide their vulnerability.
<b>Nines</b>	Seek peace, harmony, and positive mutual regard and dislike conflict, tension, and ill will.