



Becoming A Peoplemap Communication System Trainer

Mark Tidsworth, Certified Peoplemap Trainer

Training-The-Trainer

Several years ago (2005) I grew frustrated with the instruments I was using to do team building, staff development, leadership team retreats, and Leadership Coaching. I love the Myers-Briggs Type Indicator, but found that few teams or individuals grasped the prolific information required for understanding the MBTI well enough to use it. After leading a few retreats with the MBTI, I looked for another approach. Simultaneously, I took a Practicum course in Executive Coaching in my Coach Training Program. Mike Lillibridge led this Practicum, introducing us to The Peoplemap through the course. After using The Peoplemap to coach two Executives forward, I was quickly convinced that The Peoplemap was the instrument I was looking for. I was already equipped and trained to give the Emotional Intelligence Inventory, coaching others forward based on the EI competencies. But the EI is about competencies, rather than personality. The Peoplemap became the perfect complement to what I was already doing. I found it to be accurate, simple, easily understood, and most importantly – readily applied to real life and work. Since then, The Peoplemap has become a major part of my training and coaching with many individuals and groups.

After requests from professionals and lay persons from various fields and walks of life to become trainers, I approached Mike Lillibridge about training up a crew. He was open to the idea, and I took a group to Florida to be trained as Peoplemap Trainers.

Since then I have continued to develop my Peoplemap practice, including a close and ongoing relationship with the Peoplemap author. Now Mike Lillibridge has made me a trainer – one who can train others to become Certified Peoplemap Trainers. Until recently, only Dr. Lillibridge could train new trainers. Now he has made me the first Peoplemap Trainer who can train-the-trainer.

About The Peoplemap System

The PeopleMap™ System is an integrated series of interpersonal effectiveness training programs that teach people how to communicate and relate to each other more effectively through an understanding of their own and others' personality types. The skills learned can be applied to enhance both professional and personal relationships.

The foundation for the PeopleMap™ System is the PeopleMap™ Questionnaire, which is unique in that it includes only **seven questions**, takes five minutes to complete and self-score and has a 95% accuracy rate in determining the person's primary and secondary personality types.



Using the information from the PeopleMap™ Questionnaire, participants learn about their primary and secondary personality types and how they impact their values, needs, and world view. They also learn about the personality types of others and how to effectively communicate with all personality types. In addition to learning about the in-born strengths of each type, participants gain an understanding of the “Achilles Heel,” and learn how to incorporate new behaviors into their day to day lives to increase their professional success.

Originally developed to help couples improve their communication and relationships, the PeopleMap™ System is used to transform ordinary communication into extraordinary results by enhancing authentic working relationships at all levels of the organization so that everyone works together using a common, unified language.

The Peoplemap System Training Programs

1. *Understanding Yourself and Others*

This is the foundational program upon which all of the other PeopleMap™ programs are based. Participants learn that each personality type has three in-born strengths that help them succeed in their work, relationships and personal life, as well as an Achilles Heel. When understood, the Achilles Heel can be turned into a “*learned*” strength. Therefore, each personality type learns the specific areas that they need to address in their own growth and development so they can perform at their highest level.

2. *Understanding and Relating to Communication Preferences*

Each personality type typically wants to be understood and related to in a specific manner. Participants learn how to talk others’ “*PeopleMap™ Language*” to enhance communication, solve problems and work together more successfully.

3. *Leadership Teambuilding*

This program teaches the eight core competencies of Leadership and Teams to participants, believing that both need the same skill set to be successful with each other and for the success of their organization.

All of the PeopleMap™ System programs include books, workbooks and support materials.

Who Engages Peoplemap Trainers?

Organizations and groups of all sizes have utilized the PeopleMap™ System to develop staff across all levels. Leaders find that training everyone in the PeopleMap™ System's straight forward principles and techniques has a dramatic impact on the bottom line and on individual effectiveness.

Pinnacle specializes in training clergy, church staff, lay leadership teams, and congregations. We also do some work with non-profits and business leaders. Below are those who have hired us to do The Peoplemap:

- Clergy for Coaching
- Business leaders in Coaching
- Non-profit Directors in Coaching
- Work Teams
- Church Staffs
- Lay Leadership Teams
- Gatherings of clergy and church staff
- Denominational gatherings
- Part of our Leadership Assessment
- Part of interview process for new staff members
- The Peoplemap Professional Report for Coaching

There are multiple uses as you can see. Other Peoplemap Trainers are hired by:

- City, town, and county governments for their personnel
- Corporations
- Libraries
- Hospitals
- School systems
- Industries

Who Becomes A Peoplemap Trainer?

I've met an interesting variety of professionals who become Trainers. Some are entrepreneurial trainers who want to contribute to the growth and development of others. Others are "in-house-trainers," who use the Peoplemap within their organization to raise communication levels. Some professionals who use the Peoplemap to grow others are:

- Coaches
- Ministers
- Therapists
- Human Resource Professionals
- Professors
- Corporate Trainers
- Team Leaders

What Can The Peoplemap Do For Organizations?

We like to say we are “*The People Side of the Equation*” and using the PeopleMap™ System helps people:
Understand themselves and others

And; as a result, they can relate, communicate and work more effectively with others in:

- ***Customer / Client / Patient Service***
- ***Supervisor-Subordinate Relationships***
- ***Sales and New Business Development***
- ***Managing Conflict***
- ***Setting and Achieving Personal and Group Goals***

This, in turn, can have a direct impact by increasing associate engagement, productivity and retention.

THE PEOPLEMAP™ SYSTEM CREATES LASTING CHANGE

Follow-up studies conducted after PeopleMap™ training has taken place have identified four broad areas of positive change:

- 1) Better communication at all levels of the organization.
- 2) Greater team cohesiveness and team work.
- 3) More success at resolving conflict between people and preventing conflict before it occurs.
- 4) Greater job productivity and reduced stress as seen by staff and supervisors.

Post-assessments were conducted with companies at three months, six months, eighteen months and two years, proving that these positive results are sustained over time.

What Kind Of Income Can I Expect As A Peoplemap Trainer?

Trainers can charge their normal daily rates for training and will also charge the retail price for the materials. Since different trainers charge different fees depending on their background, experience, and education, it is difficult to specify how much money you can make as a PeopleMap™ trainer. The more you understand the programs and the more you market yourself and the programs, the greater your income. Certified trainers learn how to market and sell the PeopleMap™ System programs as part of the certification process.

My Role As Your Peoplemap Trainer and Coach

First, why would I want to invest myself in equipping others to provide The Peoplemap? Doesn't that create competition?

1. I love this tool and think it's worth sharing.
2. I love coaching and equipping others to do really good work in the people development field.
3. The concept of “competition” is irrelevant when the needs in the world are so huge.
4. Mike gives me a small break on my materials as I train Peoplemap trainers.

My role as your Peoplemap Coach then is to:

- Train you in the Basic Peoplemap Program, Understanding Yourself And Others, followed by all the additional Peoplemap Programs in which you want to be trained
- Help you succeed at becoming an effective Peoplemap Trainer, supporting your growth and evolution as you provide trainings
- Help you build your Peoplemap Training practice; working toward your goals for Trainings
- Provide resources and answer questions

- Be your source for all your Peoplemap materials

Cost to Become a Peoplemap Trainer

- \$995 Total Costs – Includes all materials and training.
If you want to hire me as your coach later, that’s another option.
- \$100 Deposit reserves your spot. Please complete payment by time of training unless other arrangements are made. Thanks.

Next Steps

We are able to offer Peoplemap training in two ways:

- 1) Ideal - By attending a live 1.5 day workshop, plus 4 follow-up web conferences.
By participating in the one day training, “Understanding Yourself And Others,” you experience what a Peoplemap training with real persons is like. This is the best way to take in the Peoplemap experience. This one day basic training is the core of Peoplemap training, as well as the most frequent format for delivering Peoplemap training to teams or groups. Then, the second half day is a training day, focused on equipping you to begin your Peoplemap work. We do 4 follow video conferences afterwards to help you gain traction and keep the learning going.
- 2) By participating in a series of videoconferences
This option works when there are 3 or more who are ready to become trainers. They can be from any geographical area, given the web-based learning approach.

Contact us to:

- Learn what trainings are currently scheduled
- To secure a training opportunity for providers in your organization
- To schedule an in-person training in your area
- To schedule a teleconference training for your persons from your area

Next Training – February 27 - 28 in Columbia, SC @ Ashland United Methodist Church, 2600 Ashland Rd, Columbia, SC 29210

February 27 – 9:30AM – 4:00PM

February 28 – 9:30AM – 4:00PM

Register on our website here: <https://www.pinnlead.com/events-2>

Contact Us At:

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