

**T. Falcon Napier & Associates, Inc.
Certified MasterStream® Professional Designations
2007 Opportunity Briefing**

We Sincerely Appreciate Your Time —

On behalf of T. Falcon Napier & Associates, Inc., thank you for taking time to learn more about our company, the team we are building and what we are all working to accomplish.

We are primarily looking for established professional speakers, trainers, coaches and consultants to partner with us in bringing our proprietary MasterStream® Method training programs and professional services to their respective areas. Our goal is to identify, certify and support an elite and exclusive team of independent Certified MasterStream Professionals who operate private practices and small training companies in major metropolitan areas around the country — and around the world.

Our hope is that you — or someone you may pass this on to — might be open to forming such a relationship with us. To that end, we have prepared this document, designed to answer the vast majority of questions our prospective partners have typically asked.

We believe what we have to offer is of tremendous value when the match is right, as we obviously hope may be the case with you. If not — or if now is simply not the right time — we genuinely appreciate the courtesy you've shown us in reading this far and wish you great success in all your endeavors.

If you are open to exploring the possibilities, we invite you to read on!

Thanks again!

Linda Napier
Certified MasterStream Practitioner
VP of Professional Development

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Some Background About Us —

Back in 1984, when we first developed and began teaching the MasterStream® Method, our primary marketing focus was on sales and sales management professionals. Our first ad read:

“Every day, sales representatives in virtually every industry all around the world lose business they could have closed ... and their problem isn’t what they think it is. They aren’t paying attention to the most critical factor in selling ... the crucial ingredient that determines what their prospects will buy ... and when they’ll take action. They don’t know what it is ... and even if they did they wouldn’t know what to do about it. We do!”

That statement is as true today as it was over 20 years ago — when we first began teaching sales professionals the keys to harnessing prospect productivity and achieving greater results. How? Through our proprietary MasterStream® Method -- created by internationally-recognized human development expert T. Falcon Napier.

Since starting his career as a professional speaker, trainer and consultant in the early 1980’s, Mr. Napier has developed and presented nearly 2,000 customized MasterStream Method training programs for clients representing virtually every industry, including: Sony, IBM, Bosch, State Farm, General Motors -- and over 250 programs for American Express Financial Advisors alone. Throughout more than 10,000 hours of speaking and training experience, audiences have described the MasterStream Method as the most unique, logical, practical, comfortable and noble sales technique they’ve ever learned.

Sales training was just the beginning. Mr. Napier’s clients recognized MasterStream as a unified and universal approach for influencing others in all areas of their professional and private lives. Over the past 20 years, Mr. Napier’s family of MasterStream Method training programs and professional services has grown into a rich curriculum of mission-critical topics for today’s managers and executives as well, including: leadership, change management, decision making, team building and customer service.

As a proprietary program, MasterStream was only available directly from T. Falcon Napier. Until now.

After two decades of requests, we’re now offering the chance for a select group of presenters to teach our courses. But this isn’t a job ... we’re not looking for contract trainers ... this isn’t a franchise ... and there’s nothing multi-level about it. Instead, we offer a simple business opportunity for qualified individuals to become Certified MasterStream Professionals.

CMPs operate private practices and small training firms in major metropolitan areas around the country, offering the full array of MasterStream Method training programs and consulting services. Certified MasterStream Professionals complete a rigorous certification program and receive an unparalleled level of direct and web-based support in building their businesses. In addition, our instructors attend periodic conferences to update their training with the latest applications of the MasterStream Method.

This opportunity IS limited. We’re NOT looking for thousands of trainers to saturate the marketplace. In fact, when our US team is complete, only 500 Certified MasterStream Instructors will be authorized to teach the full range of MasterStream Method and offer MasterStream training programs and professional services in our primary markets nationwide.

We invite you to consider becoming one of them.

How to Become a Certified MasterStream Professional —

We've done our best to put together an efficient way for prospective candidates to learn what they need to know to make an informed decision about partnering with us. We ask that all prospective candidates follow this process:

Orientation — Begin by thoroughly reviewing all of the information contained in this document. It explains the CMP designation in detail and provides answers to virtually all of your questions.

Exploration — Once you've finished reading this briefing, we encourage you to visit our website at www.masterstream.com and click on the "Professional Opportunities" link in the upper navigation bar to access additional information regarding becoming a CMP.

BBVA — While you are visiting the Professional Opportunities section of our website, be sure to follow the "Take the BBVA" link. The BBVA, or "Basic Business Viability Assessment," has been specifically developed for speakers, trainers, coaches and consultants and profiles their existing practices against 25 key problem areas faced by people in our industry. We encourage all members of our professional community to take the BBVA and, as a service to our industry, offer it at no charge.

CMP Candidate Profile & Application — Based on the results of your BBVA and what you've learned along the way, it may be time for us to talk! To declare your interest in exploring the possibility of certification, we ask that you complete and submit a "Candidate Profile & Application", providing us with some basic information about you, your background, your business goals and your intentions in speaking with us. The application is available in the Professional Opportunities section of our website.

Screening Interview — Once we receive your application, Linda Napier will call you to review your Candidate Profile & Application with you and answer any questions you may have.

Interview with T. Falcon Napier — Next you'll have the opportunity to speak directly with T. Falcon Napier, who will review your BBVA and Candidate Profile and Application with you, discuss various aspects of the CMP partnership and answer any questions you'd care to ask.

Invitation — Assuming we both think we're a good match, we'll invite you to attend the appropriate 3-day CMP Candidate Certification Training Program in Charlotte, NC.

Registration — To accept our invitation, you must complete the registration process to secure a space in the class. The registration form is available in the Professional Opportunities section of our website.

Pre-Work — Each certification class involves a set of pre-work assignments. The pre-work must be completed prior to attending the class itself.

Candidate Training — Each 3-day CMP Candidate Certification Training Program is an intensive learning experience designed to prepare CMPs to market, customize and present one of the three MasterStream Method core training programs. All CMP Candidate Certification Training Programs are conducted by T. Falcon Napier.

CMP Licensing — Upon successful completion of the CMP Candidate Certification Training Program, graduates may enter into a CMP licensing agreement with our company and begin representing themselves as a Certified MasterStream Professional.

QuickStart — Immediately upon completion, we begin work on the CMP Initial Support Services battery.

CMPs Operate in a Variety of Unique Disciplines —

Depending on the specific designations they have earned, Certified MasterStream Professionals can serve in any or all of four different but interrelated roles: trainer, speaker, coach and consultant. This allows CMPs the flexibility to focus on the types of audiences and formats they like best — and build practices that match their individual styles, strengths and interests. Unlike many training opportunities available in the marketplace, we do NOT expect our CMPs to abandon the topics, programs and services they have already developed and presented to their established client base, nor do we restrict them in adding topics, programs and services to their offerings in the future. Our goal is to support our CMPs in building the sort of practices they desire most.

In their role as professional trainers — In their home territories, CMPs are authorized to market and present the specific MasterStream Method training programs for which they hold a license. Programs can be offered in public and corporate formats ranging from a half-day seminar to a 12-week course.

In their role as professional speakers — On an international basis, appropriately licensed CMPs market and present smaller portions of their MasterStream Method subject which can be taught in single-exposure formats ranging from a 60-minute keynote to a 5-day intensive workshop — or condensed into an Executive Essentials briefing.

In their role as performance coaches — In their home territories, qualified CMPs offer individuals a chance to learn and apply a client-specific set of MasterStream Method tools and techniques to any area of their lives through a series of private, one-on-one coaching sessions as well as corporate and public group coaching sessions.

In their role as professional consultants — CMPs offer a wide range of services applying the MasterStream Method to a variety of situations. Depending on their personal expertise and designations they hold, these services may include:

ChangeGrid® Administration & Interpretation — Using our proprietary diagnostic tool, qualified CMPs help their clients understand current conditions affecting their performance as well as transitions they are undergoing. Depending on the designations the CMP holds, the ChangeGrid can be used for individuals, couples and groups of any size. The ChangeGrid reveals how someone is responding to any existing or imminent change in his or her life. In turn, the ChangeGrid can be used as a foundation for personal exploration, as a monitoring tool for measuring progress, as a discussion tool for couples and groups and as tool for assessing training needs as part of the program customization process.

Corporate Consulting & Creative Services — It's one of the few "Universal Truths" about human behavior — but it's a POWERFUL fact ... People pay ATTENTION to where they find their TENSION — and your ability to manage your prospects' and employees' level of productive tension WILL make or break your success. Everything that you SAYS or DOES or SEES or HEARS affects productive tension. In fact, EVERYTHING affects productive tension — and MasterStream explains it all. As a result, opportunities to apply the MasterStream Method on a project-by-project or retained basis are limitless:

- | | |
|--------------------------|-------------------------------|
| Corporate Trend Analysis | Existing Systems Evaluation |
| Transition Planning | Personal Development Programs |
| Presentation Skills | Group Coaching & Mentoring |
| Guidance & Counseling | Performance & Accountability |
| Brand Management | Group ChangeWorks Profiles |
| Strategic Marketing | Image Design & Development |
| Marketing Campaigns | Existing Materials Evaluation |
| Event Planning | Recognition Programs |
| Incentive Programs | Trade Shows |
| Video Design & Direction | Competitive Analysis |
| Public Relations | Recruiting |
| Corporate Communications | Conflict Resolution |

CMPs Carry Up to 15 Professional Designations —

The following CORE, SPECIAL and SUPPLEMENTAL designations are designed to equip selected independent speakers, trainers, coaches and consultants to teach our programs to their respective clients under a renewable licensing agreement with TFN&A.

Three **CORE DESIGNATIONS** are available for individuals operating private practices:

Certified MasterStream® Sales Trainer (CMST) — prepares and permits the professional to market and present MasterStream Precision Sales Techniques training programs in keynote, half-day, full-day, and two-day through five-day formats.

Certified MasterStream Leadership Trainer (CMLT) — prepares and permits the professional to market and present MasterStream Precision Leadership Techniques training programs in keynote, half-day, full-day, and two-day through five-day formats.

Certified ChangeWorks® Analyst (CCA) — prepares and permits the professional to market and provide services related to the ChangeGrid® instrument, including: design, administration, compilation and interpretation of individual, partner, group and 360° ChangeWorks profiles.

NOTE: ALL CMPs BEGIN BY ACHIEVING ONE OF THE THREE CORE DESIGNATIONS.

A **SPECIAL DESIGNATION** is awarded to individuals who have successfully completed ALL three core designations and have met a series of metric objectives:

Certified MasterStream Instructor (CMI) — CMI's are eligible for additional support services, additional programs and services to offer their clients, CMF management overrides, co-authorship opportunities and exclusive income generation programs.

Several **SUPPLEMENTAL DESIGNATIONS** are available to qualified CMPs, which prepare and permit them to offer additional, in-depth programs relating to their core designation:

For professionals holding the Certified MasterStream Sales Trainer (CMST) core designation:

Certified MasterStream Sales Coach (CMSC) — prepares and permits the professional to market and provide individual and group sales performance coaching services using the MasterStream Method.

Certified “A Lifetime of Leads” Trainer (CLLT) — prepares and permits the professional to market and present “A Lifetime of Leads” training programs in keynote, half-day, full-day, and two-day through ten-day formats.

Certified “Customer Experience Management” Trainer (CCEMT) — prepares and permits the professional to market and present “Customer Experience Management” training programs in keynote, half-day, full-day, and two-day through five-day formats.

For professionals holding the Certified MasterStream Leadership Trainer (CMLT) core designation:

Certified MasterStream Leadership Coach (CMLC) — prepares and permits the professional to market and provide individual and group leadership performance coaching services using the MasterStream Method.

Certified “Management Matters” Trainer (CMMT) — prepares and permits the professional to market and present “Management Matters” training programs in keynote, half-day, full-day, and two-day through five-day formats.

Certified “Precision Decisions” Trainer (CPDT) — prepares and permits the professional to market and present “Precision Decisions” training programs in keynote, half-day, full-day, two-day and three-day formats.

For professionals holding the Certified ChangeWorks Analyst (CCA) core designation:

Certified “The Accountable Self” Trainer (CAST) — prepares and permits the professional to market and present “The Accountable Self” training programs in keynote, half-day, full-day, two-day and three-day formats.

Certified “TeamBuilder” Trainer (CTBT) — prepares and permits the professional to market and present “TeamBuilder” training programs in keynote, half-day, full-day, two-day and three-day formats.

For professionals holding the Certified MasterStream Instructor (CMI) special designation:

Certified “Napier Method” Trainer (CNMT) — prepares and permits the professional to market and present “Napier Method” training programs in keynote, half-day, full-day, two-day and three-day formats.

Certified “Coaching for Performance” Trainer (CCPT) — prepares and permits the professional to market and present “Napier Method” training programs in keynote, half-day, full-day, two-day and three-day formats.

Certified “Building a Career that Matters” Trainer (CBCMT) — prepares and permits the professional to market and present “Building a Career that Matters” training programs in keynote, half-day, full-day, and two-day through five-day formats.

CMPs Earn Money in 12 Ways —

Certified MasterStream Professionals are independent business people operating private practices. As such, they are entitled to set their fees in any manner they choose, and enjoy other sources of revenue depending on the specific designations they hold. Here are a few income-generating opportunities:

Training Fees — Generally, conducting MasterStream Method training programs offers CMPs the most lucrative part of their compensation. The earnings potential ranges from \$50 to \$2,500 per person for programs offered in the public format — and in the corporate format, \$2,500 to \$100,000 or more for the entire program.

Speaking Fees — Within and beyond their market areas, CMP's are free to present single-exposure MasterStream Method programs — literally on an international basis. The earnings potential for these types of engagements ranges from \$1,000 to \$10,000 for a program duration of a full-day or less.

Coaching Fees — Currently one of the most popular services offered in the training marketplace, coaching services can range from \$100 to \$500 per session in an individual coaching scenario and \$500 or more per hour in a group coaching scenario.

Consulting Fees — In addition to training programs and speaking engagements, CMPs have many opportunities to work with individuals and corporate clients on a consulting basis. The earnings potential for these types of services ranges from \$100 to \$500 per hour.

ChangeWorks Profiles — Depending on the specific designations they hold, CMPs may design, administer and interpret individual, duo, group and 360° ChangeWorks profiles. Income potential ranges from \$100 for a basic, individual ChangeGrid reading and \$5,000 to \$50,000+ for a comprehensive group ChangeWorks Profile.

CMF Commissions — Larger corporate clients often prefer to present our programs internally, using their own training staff. Rather than position themselves as competing against this preference, CMPs actually encourage corporate clients to become Certified MasterStream Facilitators (CMF). Depending on the designations they hold and how involved they are in securing the CMF, CMPs earn from a one-time 10% payment for a simple referral to a full sales commission of 25% paid residually.

CMF Management Fees — CMPs who have earned the Certified MasterStream Instructor (CMI) designation may also be eligible to receive a management fee of 25% for each CMF licensing agreement they secure.

Participant Materials — Each MasterStream Method program has a set of participant training materials which are available to qualified CMPs at a wholesale price and then may be resold to the client at a markup of the CMP's choosing. Participant workbooks generally sell at retail for \$10 to \$50 per participant, depending on the scope and duration of the program.

MasterStream Products — CMPs may also offer a variety of MasterStream Method books, audio and video learning programs to their clients. Compensation varies depending on the product sold.

Co-Authorships & Private Labeling Opportunities — CMPs who have achieved the CMI designation are eligible to produce their own MasterStream-related products and retail them throughout our system, under the guidance of T. Falcon Napier.

Placement Fees — CMPs may also place T. Falcon Napier or another CMP with a client for any speaking or training event the CMP feels would be desirable. Compensation ranges from 25-50% of the fee.

Advanced Workshops — Periodically, T. Falcon Napier & Associates, Inc. offers special events for the CMPs to market to their clients. Compensation varies depending on the event.

CMPs Enjoy Both Semi-Exclusive Territories and Endless Boundaries —

CMPs hold the semi-exclusive right to promote public format MasterStream Method training programs in the metropolitan area they chose at the time of their application.

The number of CMPs authorized in a given market is strictly limited, based on the US Census Bureau's annual Metropolitan Area Business Population Estimates. Currently, there are 120 markets across the United States large enough to support more than one CMP. In fact, over 500 instructors could be authorized in those markets alone. Our goal, however, is to identify and support only 500 CMPs coast-to-coast. Currently, positions are open in all marketplaces.

Whenever an area contains more than one CMP, we encourage them to function as colleagues rather than competitors, and work with those who are interested in doing so establish a collective approach for securing clients. On the other hand, some CMPs prefer to have a marketplace entirely to themselves, which is made possible through our Enterprise Privilege. This allows CMPs interested in building large MasterStream training practices to hold multiple positions — in multiple markets, if desired — and build a staff of Associate MasterStream Professionals. That means that even the largest markets can be competition-free.

Territorial restrictions apply only to public format programs. Corporate format training services as well as speaking, coaching and consulting services can be offered globally by any CMP.

CMPs in good standing may give, sell or bequeath their MasterStream practices as they wish, however, the successor owners **MUST** successfully complete all CMP training requirements before they will be authorized to continue doing business

CMPs Offer 12 MasterStream® Method Training Programs —

All of the programs offered by CMPs are based on the MasterStream® Method. The MasterStream Method is grounded in 21 universal truths about human behavior and identifies productive tension as the critical ingredient in the decision making process. MasterStream focuses on teaching individuals how to monitor and manage the flow of productive tension in twelve specific areas of need. Once an individual is equipped with the insights, tools and techniques of the MasterStream Method and becomes skillful in its application, virtually every aspect of personal and professional life can be enhanced. From better managers, executives, and salespeople — to better parents, teachers, coaches and therapists — MasterStream's applications are limitless.

Depending on the specific designations each holds, CMPs may offer their clients:

For sales and customer service professionals —

MasterStream Precision Sales Techniques

A Revolutionary Approach for Closing More Business in Less Time

A Lifetime of Leads

Nine Methods for Building Your Business Without Making Cold Calls

Customer Experience Management

Establishing, Maximizing & Leveraging Richer Client Relationships

For Executive, Leadership and Management Professionals —

MasterStream Pride-Based Leadership Techniques

Harnessing the Power of the People

Precision Decisions

Streamlined Strategic Thinking System for Executives & Entrepreneurs

Management Matters

Getting it Together ... Keeping it Together

For Trainers, Coaches, Managers and all Human Development Professionals —

ChangeWorks!

Personal & Professional Change Management System

Coaching for Performance

Conquering the 80% Existence

TeamBuilder

Keeping Your Machine Running Smoothly

The Napier Method

Accelerating Adult Learning System

For ALL Individuals —

The Accountable Self

Becoming a Finisher in a World of Starters

For Human Development Professionals in Private Practice —

Building a Career that Matters

A Business Development Program for Speakers, Trainers, Coaches & Consultants

CMPs Offer Programs in ALL Formats —

The MasterStream Method is available in a variety of formats, allowing our clients to choose the program depth and duration that best fits into their time, budget and overall training goals.

Explorations — The BEST way to learn about the MasterStream Method is by attending one of our FREE "A Day of Learning" Explorations. These 2-hour sessions are offered by our team of Certified MasterStream Professionals as a service to the business community in select major metropolitan areas throughout the US. An Exploration is a whirlwind of an experience crammed with as much information as humanly possible. Participants walk away with insights, tools and techniques for building their businesses — and best of all, there's never a sales pitch. Their feedback is all we ask — and perhaps an introduction to the decision makers in their companies.

Keynotes — Many components of the MasterStream Method make ideal subjects for short programs. These programs are designed to acquaint the audience members with some aspect of MasterStream and show them how to incorporate the information into their personal and professional lives. With an emphasis on educating while entertaining, these 30-90 minute programs easily fit into any agenda.

Half-Day Seminars — These are our "Awareness Level" programs which present an overview of the MasterStream Method and its value in their area of interest. The goal is to convey MasterStream's basic insights, tools and techniques in a compressed time frame. It has been structured for maximum audience participation. Duration is 3 contact hours.

Full-Day Seminars — These are our "Knowledge Level" programs which present the MasterStream Method at a pace that allows the audience members to better absorb the material, and provide them with a solid introduction of MasterStream's surface structure and how it applies to their area of interest. Duration is 6 contact hours.

2-5 Day Workshops — These are our "Understanding Level" programs which build on the material covered in a Full-Day MasterStream Method training program. This workshop includes the MasterStream Protocols and ample time for the participants to practice their skills and integrate them into their actual area of interest. The longer workshops provide thorough drills and rehearsals, roleplays and showcases to ensure that the participants are able to call the proper MasterStream technique into use at the most appropriate time and heavily integrate approaches developed especially for the client. Duration is 12-30 contact hours.

UpStream Training — Whenever a program for new hires is introduced into an organization, there is a need to bring the existing workforce "up to speed" so that the benefits of the new program are not undone by well-intentioned but poorly-equipped employees. The UpStream format provides an abbreviated, condensed training experience for everyone in the client organization. Duration is 3-6 contact hours.

Executive Essentials — A customized, comprehensive and condensed training program in the MasterStream Method designed exclusively for executives, this program gives executives the privacy, intensity and flexibility they prefer when expanding their own knowledge and skill. For the executive that prefers individual attention, concentrated learning and a pace that keeps up with the brightest. MasterStream Executive Essentials is conducted one-on-one and each session is fully-customized to directly address the individual needs and objectives of each executive. Ideally, MasterStream Executive Essentials training takes place over a series of four 2-hour sessions, but the sessions can be combined into an intensive one-day program for executives with a preference for immersion.

MasterStream Complete — This "Integration Level" program is exactly what the name implies — a COMPLETE course in the MasterStream Method. Beyond MasterStream's surface structure and middle structure is the method in all of its greatest depth. Taught over a 12-week period, this program includes tools and techniques to elevate your skills to the point where precision is achieved. Duration is 36 contact hours PLUS 12 private training/coaching sessions.

MasterStream Offers 5 Levels of Learning —

Certification in the MasterStream Method is offered in several formats to match the needs and interests of the participants. From the most casual to the most serious of participants, we provide Five Levels of Learning designed to satisfy their curiosity ... foster their success ... and for a select few, open the door to a new career.

MasterStream Explorers — are new or casual participants who are learning the MasterStream Method through any combination of personal study, participation in live training programs, audio and video tapes, books, or online via this website.

Certified MasterStream Practitioners — are Explorers who take a more serious approach to learning MasterStream culminating in the completion of a comprehensive exam. These are most often professionals who adopt MasterStream as a principal tool for becoming more effective in their work.

Certified MasterStream Field Guides — are Practitioners who have received additional training enabling them to assist Explorers and Practitioners within a client organization in developing their command of MasterStream through a series of reinforcement exercises. Generally, Field Guides function as part an in-house training team.

Certified MasterStream In-House Facilitators — are Field Guides who have received additional training enabling them —under the direction of a Certified MasterStream Instructor — to conduct MasterStream Method training programs within their organization.

Certified MasterStream Professionals — have completed rigorous training with the creator of MasterStream. This comprehensive and intensive training rewards its participants with full certification, allowing them to begin their own independent professional practice developing and presenting customized MasterStream Method training programs and providing MasterStream consulting services, based on the designations they have earned:

Certified MasterStream Sales Trainer (CMST) — prepares and permits the professional to market and present MasterStream Precision Sales Techniques training programs in keynote, half-day, full-day, two-day and three-day formats.

Certified MasterStream Sales Coach (CMSC) — prepares and permits the professional to market and provide individual and group sales performance coaching services using the MasterStream Method.

Certified MasterStream Leadership Trainer (CMLT) — prepares and permits the professional to market and present MasterStream Precision Leadership Techniques training programs in keynote, half-day, full-day, two-day and three-day formats.

Certified MasterStream Leadership Coach (CMLC) — prepares and permits the professional to market and provide individual and group leadership performance coaching services using the MasterStream Method.

Certified ChangeWorks Analyst (CCWA) — prepares and permits the professional to market and provide services related to the ChangeGrid® instrument, including: design, administration, compilation and interpretation of individual, partner, group and 360° ChangeWorks profiles.

Please note that individuals who have completed ALL FIVE certifications and met a variety of performance requirements are eligible to receive the designation “**Certified MasterStream Instructor.**”

CMPs Offer Our Exclusive ChangeWorks! Profiling System —

The ChangeWorks! Profiling System is a powerful proprietary tool for building your business. Depending on the designations you hold, you will learn how to design, administer and interpret individual and group ChangeGrids of different levels of sophistication — and then use that information for needs assessment, program customization and individual and group guidance. The ChangeGrid reveals how someone is responding to any existing or imminent change in his or her life. In turn, the ChangeGrid can be used as a foundation for personal exploration, as a monitoring tool for measuring progress, as a discussion tool for couples and groups and as a tool for assessing training needs as part of the customization process. The ChangeGrid is divided into several layers, each of which reveals additional information for a more thorough reading:

Self-Assessment — Participants begin by performing two self-assessments regarding their perceptions of a variety of situations in their personal and professional lives — then plot their perceptions on the ChangeGrid. Just about anything can be plotted — current responsibilities, routine activities, goals and objectives, proposed job changes, etc.

Response States — This layer reveals how participants are responding to the changes taking place in their lives — and how their responses are affecting their emotional state, reasoning abilities, decision making abilities and overall level of productivity — what they're paying attention to ... and what they're ignoring.

Attitudes — Attitude plays an important role in the change process — not as a mystical tool for producing a change, but as a principal indicator of an individual's pre-disposition toward making the change. This layer reveals what's going on in the participant's head — their frame of mind regarding the specific changes they face.

Behaviors — This layer provides an activity-specific glimpse into the way someone will behave in a given situation. This dynamic approach adds a new dimension to traditional personality profiling and overcomes the inherent limitations of typical personality assessment tools.

Danger Zones — While there are several productive ways of responding to and coping with change — any extreme in behavior is counterproductive and potentially dangerous. This layer reveals how participants are distorting reality and pulling themselves — and their organizations — into harm's way.

ChangeGrid Maneuvers — Once participants understand how they are currently responding to a given situation, they're ready to determine a more productive way of responding — and move themselves into that frame of mind. This layer identifies which of the 8 specific ChangeGrid Maneuvers would prove most beneficial in affecting change.

Depending on the specific designations the CMP has chosen, the degree to which the ChangeWorks! profiling system is integrated into their practice varies. While all CMPs are exposed to the ChangeGrid at a basic level, CMPs holding the designation of Certified ChangeWorks Analyst are experts in the deepest levels of design, administration, compilation, interpretation and utilization of the ChangeWorks system.

CMPs Offer 10 Customization Options —

The difference between a GOOD training program and a GREAT training program is a matter of customization. We offer a wide range of customization services, designed to provide our clients with any degree of focus and detail they desire. Clients may choose any combination of these services:

Standard Customization — Included in the standard fee for all programs is one hour of basic program customization. Generally, this involves 30 minutes reviewing the client's training and marketing materials and a 30-minute Executive Consultation.

Executive Consultation — A great deal can be learned from simple conversations with the leadership of an organization. To this end, we conduct a series of teleconferences and physical meetings with the Key Executive and any other colleagues he or she wishes to include. These discussions are held at specific points throughout the training program.

Internal Trend Analysis — A Trend Analysis identifies existing and imminent trends within an organization. The survey can be conducted using a variety of approaches. Depending on the size of the population and the degree of detail desired, the Trend Analysis can range from a confidential questionnaire to small group and individual interviews.

External Trend Analysis — Virtually identical to an Internal Trend Analysis, but with a focus on an organization's prospects, clients or suppliers. The survey can be conducted using a variety of approaches, including: written, telephone and web-based surveys as well as individual and small group interviews.

Competitive Analysis — All competitors have their strengths and weaknesses — but the greatest weakness of all is not knowing what each competitors' strengths and weaknesses are. This survey sets a series of benchmarks and assesses each competitor against those standards.

ChangeWorks! Profile — Using our proprietary ChangeWorks! system, we prepare a client-specific list of tasks and objectives, administer a survey of the participants and compile the results. This is the most valuable of ALL of the customization services we provide. It reveals EXACTLY what's working and what's NOT working — and allows us to pinpoint the most pressing needs among the participants. Note that this service is available EXCLUSIVELY from CMPs holding the designation of Certified ChangeWorks Analyst.

Job Audit — Sometimes the best way to customize a program is to observe the participants in action. This allows us to understand the processes and approaches in use, gauge their relative effectiveness and determine the set of skills in greatest need of improvement. Generally, a Job Audit involves us behaving both as a "mystery client" and as a performance coach.

Materials Review — Looking over their literature provides us with an understanding of a company's products and services and the positioning it's chosen in the marketplace. Long before — and long after — a sales representative has the chance to meet with a prospect, an organization's marketing materials impact the results it gets. If those materials weren't designed with MasterStream in mind, they could be working against the organization — complicating and perhaps even eliminating its chances for success. In a matter of moments, we can tell them what's working and what isn't — what's making them money and what's costing them a fortune.

Approach Review — Ultimately, it is the sales representatives who must identify ideal prospects and communicate the organization's capabilities to them. HOW they go about doing that can make or break their success. Most approaches in use today are outdated at the very best — offensive at the very worst ... and sales representatives know it. That's why they rarely do as veterans what they were taught to do as novices. We'll examine your entire sales approach and update it to one that is state-of-the-art, efficient, easy and comfortable for the representatives to use.

Content Development — If a client wishes, we can modify our standard training materials to include any content desired.

CMPs Complete a 3-Day CMP Candidate Certification Training Program —

Central to your success is the CMP training program. CMP training is offered throughout the year in Charlotte, NC and is conducted exclusively by T. Falcon Napier. The program consists of 24 one-hour training units delivered over a three-day period. There is a separate three-day program for EACH of the three core designations. The CMP training program is designed to give you all of the preparation you need to market, design and conduct the full range of MasterStream training programs and professional services associated with the designation the CMP has chosen – and build a solid professional practice. Candidates are responsible for any travel, meal, or accommodation expenses they incur related to attending the training.

Depending on the designation chosen, the training program may include:

Program Content & Delivery — This portion of the training program focuses on the proper way to structure and present MasterStream Method Discovery Sessions, Application Sessions and Guidance Sessions — in ALL formats and for ALL audience sizes. CMPs are trained in the Napier Method, covering the Dialectic, Rehearsal and Rapid Drill techniques in detail.

ChangeWorks! Profiling System — The ChangeWorks! Profiling System is a powerful proprietary tool for building your business. You will learn how to design, administer and interpret individual and group ChangeGrids — and then use that information for needs assessment, program customization and individual and group guidance. The ChangeGrid reveals how someone is responding to any existing or imminent change in his or her life. In turn, the ChangeGrid can be used as a foundation for personal exploration, as a monitoring tool for measuring progress, as a discussion tool for couples and groups and as a tool for assessing training needs as part of the customization process.

Program Customization — The difference between a GOOD program and a GREAT program is a matter of customization. This section explores several ways to customize a training program to meet your client's needs — and, in the process, distinguish yourself from other training programs.

Business Development — There are so many ways to build a MasterStream practice that CHOOSING one is the most difficult part. In addition, every business has its share of practical matters to address, and here's where you'll familiarize yourself with our Policies & Procedures and the MasterStream Code of Conduct.

Marketing & Promotion — Ultimately, your success as a CMP depends on your ability to market and sell yourself effectively. This part of the training program helps you in seven critical ways. You will:

- clarify and strengthen your business image
- create a unique personal brand around that image
- develop a strategy for promoting your brand
- review the complete set of MasterStream marketing materials
- learn a variety of sales-related scripts for use in the field
- implement the 94-Step MasterStream Course Builder
- prepare and present a program proposal

QuickStart Planning — Candidates who choose to enter into a licensing agreement participate in this session. During the session, you'll design a blueprint for building your business and a step-by-step action plan for monitoring your results.

CMPs Receive an Unparalleled Array of Support Services —

After you've completed the CMP training program, our goal is to provide you with the type of support you need most. That support means you can spend your time focused on what's most important in building your practice ... forming relationships and gaining new clients — and doing what you do best ... providing your clients with exceptional training, speaking, coaching and consulting services. Specifically, we provide CMPs a total of 12 major types of support, which vary according to the designation(s) they hold:

Program Content Management — When you maintain your status as a CMP, you maintain the benefit of access to our ever-growing collection of MasterStream training resources, gleaned from the thousands and thousands of pages of proprietary MasterStream content developed and archived over the past two decades. But instead of having to pour through page after page to create your own program, we provide you with proven programs ready to present.

Training Materials Management — We create, update and produce all of the presentation resources and participant materials, including: course handouts, workbooks, forms, exercises, powerpoint presentations — literally everything you'll need to teach MasterStream properly and powerfully is available for the CMPs to order. CMPs holding the CMI special designation have 24/7 access to the actual masters for the complete set of training materials, online for them to print as needed.

Marketing Materials Management — Following the blueprint you mapped out during your CMP training program is the best way for you to build your practice — and to support you in your marketing efforts, we develop and maintain a complete set of marketing resources. These resources are designed specifically to strengthen and protect the MasterStream brand assets, leveraging its ongoing value in your practice. From brochures and course descriptions to proposals and promotional items, you have a staff of accomplished marketing professionals dedicated to helping you project a consistent professional image.

Web Management — We help you take full advantage of the Internet as a tool to build your practice in three specific ways:

MasterStream Website — Our website is designed to serve as your principal marketing tool and as a value-added feature of the MasterStream Method programs you offer to clients. Among its many features, visitors will find exhaustive content in the form of lessons and articles as well as a complete set of brochures and program briefings.

CMP Profile Website — We design and maintain a personal website for you — including your photo, biographical sketch, personal statement, client list, fee schedule and contact information. Your webpage serves as the entrance point for all of your visitors, which means that the first thing they see when they access the website is YOU.

Exploriation Reservation Center — We post all CMP public Explorations online along with a links to the brochure and registration system.

CMP Resource Center — This restricted section of the website is for CMPs only and contains a variety of training and marketing resources, including presentation outlines, guidebook updates, skill assessment forms and reinforcement exercises. In addition, this section houses the CMI MyStuff System which allows CMPs holding the CMI designation 24/7 access to the masters of all of their personalized training and marketing materials.

Marketing Support Services — To help you in building your practice, we provide a variety of services to support you in your Value-Based Marketing efforts, including: Whirlwind Conference Calls, InStream Conference Calls, showcase marketing, automated program registration, marketing literature design, broadcast email and a host of articles.

Proposal Development Support Services — When the time comes for you to submit a formal proposal, we'll be happy to lead you through the process step-by-step, including needs assessments, audience selection, program design, customization, program delivery, reinforcement and pricing options.

Program Assessment Support Services — When your program is over and the assessment forms have been turned in, it becomes our task to turn that information into a detailed report you can use for providing feedback to your client as well as collateral material for your marketing efforts.

One-on-One Guidance — Every CMP holding the CMIdesignation receives a one-hour private coaching session each week. In addition to the formal coaching session, CMIs enjoy unlimited informal coaching on an as needed basis. From career guidance to specific questions about program content, live support is just a phone call, instant message or email away. CMIs have access to live support from 8AM to 12Midnight EST seven days a week.

CMP Accountability Club — CMPs are encouraged to participate in the weekly Accountability Club, a peer-to-peer support group designed to provide CMP with a sense of community and shared responsibility for each other's growth.

CMP Retreats — CMPs are also required to attend an annual MasterStream Conference and Certification Update training program. Fees relating to these programs vary.

Performance Improvement — As a CMP you are encouraged to submit performance videotapes for a periodic review, and receive feedback you can use to polish your performance. Impress us, and selected clips of your shining moments may be highlighted on the website.

Ongoing Instructor Education — If we tried to teach everything a CMP needs to know during the CMP Candidate Certification training program, we'd be there for months! Instead, we offer a simple way for CMPs to learn WHAT they need to know WHEN they need to know it — through our daily CMP Conference Calls.

CMPs Never Stop Learning —

Every day at 11AM EST, CMPs are invited to participate in a 60-minute conference call conducted by T. Falcon Napier. A full curriculum of topics is offered on an At Your Request basis, covering 10 aspects of building a successful CMP practice:

BusinessBuilder Conference Calls — Nothing is more essential to a CMP's success than the ability to market themselves. These conference calls focus on how to find clients. From the Showcase Marketing Process to the 10 Value-Based Marketing services, CMPs are given a proven method for client development.

ContentBuilder Conference Calls — You simply can't learn WEEKS worth of program content during a three-DAY class. During these conference calls, CMPs build on what they learned during their CMP Candidate Certification Training Program and expand their knowledge and command of the material covered in each of the twelve MasterStream Method training programs.

SkillBuilder Conference Calls — CMPs hone their ability to use the full range of tools and techniques from the MasterStream Method during these conference calls. Among them, CMPs practice Individual and Group ChangeGrid Design, Administration, Compilation & Interpretation; the Path of Self-Discovery; Dialectic, Drill & Rehearsal Techniques; Program Customization; Coaching Skills and many, many more.

ApplicationBuilder Conference Calls — One thing you'll quickly learn is that the MasterStream Method has powerful application to virtually every area of a client's personal and professional lives. The conference calls explore the many ways that MasterStream has been successfully applied and helps CMPs to take it into new and exciting areas.

ProgramBuilder Conference Calls — Effective training programs require more than showing up and reading what's written on the overheads! During these conference calls, CMPs discuss complete program design, including: needs assessment, solutions development, implementation schedules, program customization, reinforcement exercises and results tracking.

ProposalBuilder Conference Calls — No two clients' needs are exactly the same — and no two clients want their proposals to be the same. Luckily, flexibility is one of the most valuable aspects of the MasterStream Method. These calls lead CMPs through the step-by-step process of creating perfect proposals.

PerformanceBuilder Conference Calls — The most successful people in our industry understand that they are, at least in part, a paid performer — and often asked to entertain as well as educate. These conference calls help CMPs hone their stage presence and delivery skills.

AwarenessBuilder Conference Calls — The world of training is populated with countless programs — some good, some marginal, most a waste of time and money. Among them are a few worthy of understanding — and preparing yourself to meet them in the marketplace. These calls keep CMPs informed about both competitive and compatible programs — and how to position the MasterStream Method for maximum receptivity.

PracticeBuilder Conference Calls — Generally, each CMP creates a unique private practice, focused on only one of the four professional disciplines: Speaker, Trainer, Coach and Consultant. These conference calls explore ways that CMPs can expand their practices to include additional disciplines as well.

FocusBuilder Conference Calls — Building a successful private practice requires structure and discipline and these calls are designed to keep you on track.

CMP Qualifications —

Candidates must be experienced speakers, trainers, coaches or consultants with an interest in offering MasterStream Method training programs and consulting services to their personal client bases. Talented novices seeking to establish themselves in the industry will also be considered IF all other qualifications are met.

Candidates must possess exceptional platform speaking or classroom training skills as evidenced by a demonstration videotape.

Candidates must have prior experience as a self-employed or semi-independent business professional.

Candidates must possess well-developed social and interpersonal skills as well as a natural ability and desire to influence others.

Candidates must supply us with not less than three professional references who can attest to their abilities.

Candidates must complete the assigned pre-work prior to the start of their CMP training program.

Candidates must reside in a metropolitan area where a CMP territory is currently available.

Candidates must have a personal income goal of at least \$100,000 annually.

Candidates must have the financial means to pay the related CMP Licensing & Support fees and be prepared for a 6-12 month ramp-up period.

Candidates must be computer savvy and have high-speed access to the Internet.

Candidates must be able to open our PDF files.

Candidates must have the most recent versions of Microsoft Word, Adobe Acrobat Reader, Microsoft Internet Explorer, Microsoft Outlook Express. Certified ChangeWorks Analysts will also need Adobe Illustrator if they wish to produce ChangeWorks reports themselves.

Candidates must have an email account with not less than 10 megabytes of storage and no limit on the size of an incoming email message. Yahoo, AOL, MSN and many others may have restrictions that may render them unsuitable for our purposes.

Candidates must be COACHABLE.

Candidates must be able to devote sufficient time and energy on building their professional practice.

The Rules —

MasterStream is intellectual property, protected by a variety of laws at many levels. Unless someone has earned a CMP designation and operates a Practice in Good Standing, it is strictly forbidden and unlawful for ANYONE to teach ANY portion of the MasterStream program.

MasterStream, is a STAND-ALONE PROGRAM. You are strictly forbidden to blend ANY foreign concepts, tools, techniques, etc. with ANY portion of the MasterStream program.

MasterStream MUST be taught in accordance with a standardized outline, language and delivery system. Deviations of ANY sort are strictly forbidden.

CMPs must represent themselves as independent business people, licensed to present our programs but in no way an agent, representative or employee of T. Falcon Napier & Associates, Inc.

CMPs are required to provide all of their clients with a written contract for every engagement and MUST obtain a client signature on that contract prior to delivering the program or service in question. ALL contracts MUST contain a waiver of responsibility establishing the CMP as the only party with whom the client is contracting and clearly indicate that T. Falcon Napier & Associates, Inc. is NOT a party in the contract in any way nor liable for any losses the CMPs client may pursue.

CMPs are NOT allowed to create MasterStream training or marketing materials of ANY sort without the PRIOR examination and approval of T. Falcon Napier & Associates, Inc.

CMPs are strictly forbidden to make claims of ANY sort regarding the impact of MasterStream training on a prospective or existing client's performance results.

CMPs are expected to operate a practice that in NO WAY reflects negatively on the MasterStream program, other CMPs or T. Falcon Napier & Associates, Inc. Improper, illegal or immoral behavior of ANY sort will result in the immediate termination of the CMPs contract.

CMPs MUST pay their Licensing & Support Fees by the due date in order to renew their authorization to operate a MasterStream practice.

CMPs must agree that disputes between CMPs or between CMPs and T. Falcon Napier & Associates, Inc. will be presented to and settled by the CMP Board of Advisors, the management of T. Falcon Napier & Associates, Inc., and/or a professional arbitrator.

CMPs are also required to attend an annual MasterStream Conference and Certification Update training program. Fees relating to these programs vary.

CMP Training, Licensing & Support Fees —

Certified MasterStream Professionals are responsible for the payment of a variety of fees associated with the training, licensing and support they receive from T. Falcon Napier & Associates, Inc. The fees are paid in three stages:

Stage 1: Pre-Certification Training —

Each designation a candidate wishes to pursue requires the candidate to complete a pre-certification study program and pass a pre-certification exam prior to attending the certification training program.

The fee for each pre-certification program is \$500.

Stage 2: Certification Training —

Upon successful completion of the pre-certification stage, a candidate is eligible to enroll in the appropriate certification training program held in Charlotte, NC.

The fee for the certification program is \$2,500. Candidates are responsible for their own travel expenses.

Stage 3: Licensing & Support —

Individuals who successfully complete the certification training stage and are interested in proceeding are offered the opportunity to sign a ONE YEAR Licensing & Support agreement to promote and present programs related to the designation they have earned. The Licensing & Support agreement automatically converts to a MONTH-to-MONTH licensing agreement at the conclusion of the first year. The Licensing & Support fee covers all of the support services we provide, as well as the right to continue providing services appropriate to the designations the CMP has secured.

The fee is paid monthly via an auto-draft to the CMP’s credit card and is based on the total number of CORE DESIGNATIONS the professional has completed. The fee automatically renews at the same rate for the CMP’s entire relationship with TFN&A. Please note that the monthly payment option is available ONLY to CMPs with a suitable credit card. In the event a CMP does NOT have a suitable credit card, the fee for the entire year must be paid in full in advance.

		— # OF CORE DESIGNATIONS —			
	DISCOUNT	ONE	TWO	THREE	CMI
FIRST	0%	\$400	\$400	\$400	\$400
SECOND	25%	—	\$300	\$300	\$300
THIRD	50%	—	—	\$200	\$200
CMI	75%	—	—	—	\$100
MONTHLY FEE		\$400	\$700	\$900	\$1000

Stage 4: Supplemental Training Fees —

Periodically, qualified Certified MasterStream Professionals are invited to participate in additional certification training programs applying the MasterStream Method to a broader range of business and personal development topics.

The fee for each supplemental certification program is \$1,000. Candidates are responsible for their own travel expenses.

In Summary ... Why MasterStream? —

- Limited opportunity with exclusive possibilities
- Unlimited earnings potential
- True Residual Income potential
- Semi-Exclusive Territories
- Build the type of Practice YOU want
- Unrestricted Practices
- AMT Certification
- Enterprise Privileges
- Business ownership opportunity
- NOT a franchise
- NOT an MLM
- No royalties
- No quotas
- Proprietary, proven MasterStream program
- 12 unified programs to offer audiences
- Speaking Services
- Training Services
- Coaching Services
- Consulting Services
- Flexible formats for all audiences
- MIF Certification
- MasterStream Course Builder System
- ChangeWorks! Profiling System
- 10 customization methods
- Proposal Builder
- Napier Method
- Program Content Management
- Training Materials Management
- Marketing Management
- Customized Marketing Materials
- Value-Based Marketing Support
- CMP Showcase (articles)
- MasterStream Website
- Web Management
- Web Resource Centers
- CMP website
- Board of Advisors
- Individual guidance.
- Toll-Free Support.
- Weekly CMP Update conference calls.
- Daily CMP Accountability Circles.
- No financial audits
- Comprehensive certification training program
- Low Licensing & Support fees
- NO long term contracts.
- Periodic Conferences
- Web Conference Center
- Whirlwind Teleconference System

Please Contact Us —

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Vice-President of Professional Development

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