

# ActNatural®License

## HARNESS THE POWER OF PERSONALITY



### BENEFITS FOR YOUR AS A TRAINER

Being licensed to deliver ActNatural gives you a powerful product to sell to your clients. It's a multipurpose tool applicable to all kinds of businesses in a range of situations: colleague to colleague, manager to team member, employee to customer. Its use extends to the areas of customer experience, leadership and coaching, employee engagement and sales training.

**Year One £1,995 + VAT**

**Annually £995 + VAT**

### INCLUDES

- 2 days ActNatural masterclass in year one
- 1 day refresher annually
- Event overviews for *The Power of Personality*.
  - 1.5 hour event
  - Half day event
  - Full day event
- ActNatural resources & activities
- ActNatural marketing material

### OTHER CHARGES

- Actors charged at £500 / day. We recommend you charging £750 / day plus expenses
- Additional marketing material i.e. banners
- Additional delivery formats i.e. an ActNatural Leadership event

### TWO DAY LICENSING WORKSHOP

This workshop provides L&D professionals and independent consultants with a year's licence to deliver ActNatural training to their clients.

The workshop is run by a Brand Biology Change Consultant (CC) and takes place over two consecutive days.

#### DAY ONE

You'll gain a thorough understanding of ActNatural. Our CC will guide you through filmed scenarios relating to customer experience, leadership, and coaching and employee engagement.

By analysing the behaviours involved in each situation, you'll learn to recognise the four key personality 'drivers' and common perceptions associated with each one. You'll spend time on the practical application of ActNatural, understanding how we can adapt our behaviour to improve our relationships with others.

#### DAY TWO

Armed with a solid grounding in the theory of ActNatural, you'll now learn how to deliver ActNatural training to others in an engaging and interactive way. Our CC will explain the format of a day's event and give you plenty of time to practise running key components, each time providing you with on-the-spot feedback and suggestions.

You'll leave the workshop with a resource pack (including delivery format, event overview, handouts, films and transcripts of scenarios, log-in details to access electronic copies of all materials) and with the confidence to run your own ActNatural session to your clients.

**HELPING BUSINESSES TO  
FIND THEIR HUMAN.**

