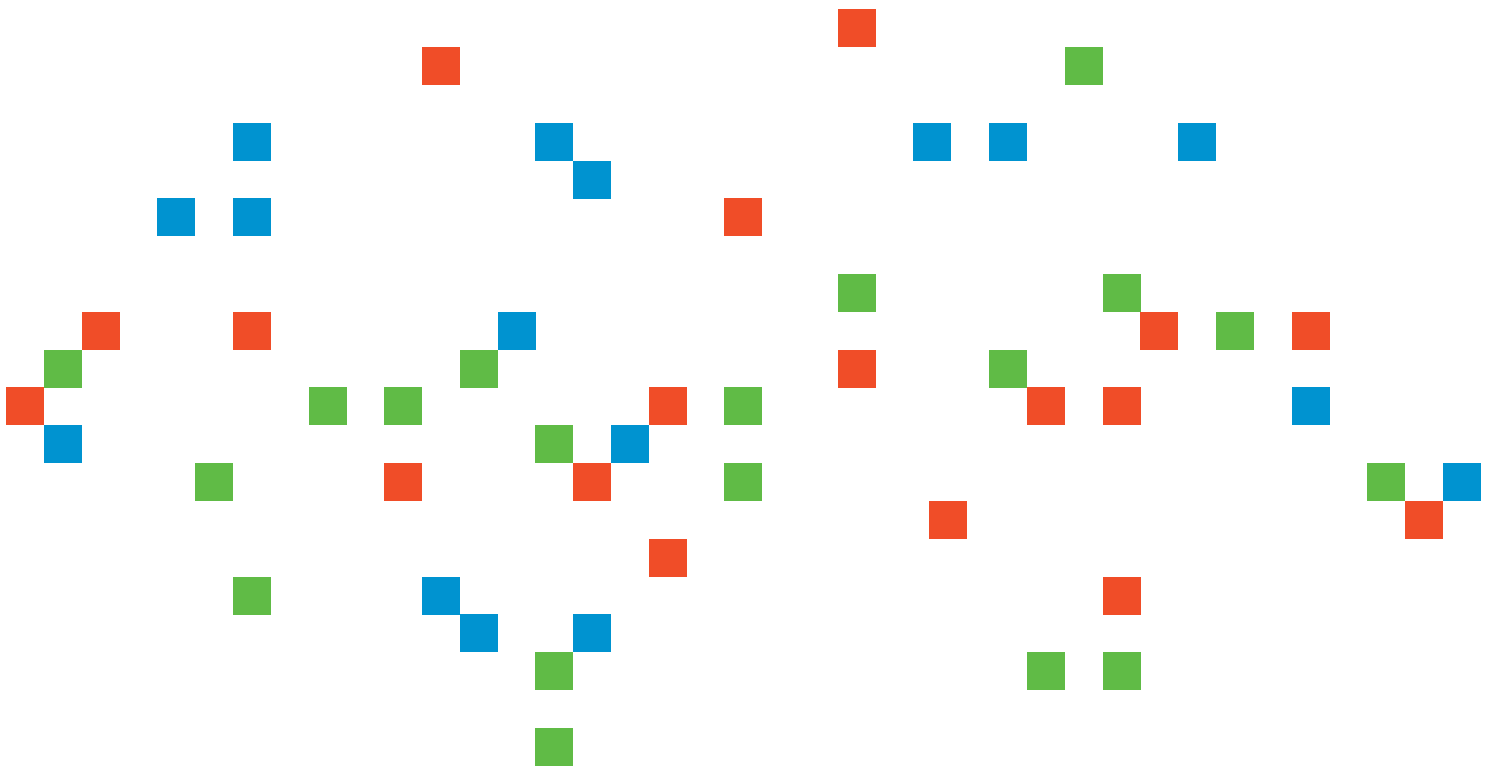


The Biostructural Analysis Training

The License-System



STRUCTOGRAM®

The STRUCTOGRAM® Training

As trainer, the STRUCTOGRAM® offers you a tried and tested training method which has been in use in Europe for over 20 years. More than 500 000 managers and sales personnel have been benefiting from the STRUCTOGRAM® training program and have experienced how STRUCTOGRAM® can lead them personal and professional success.

The STRUCTOGRAM® personality indicator is a simple, visual method which enables the participant to easily understand and apply the information obtained through the analysis. The participant gains an immediate knowledge of his or her strengths and weaknesses and learns how they can be used to his or her advantage.

The STRUCTOGRAM® training was originally designed to be used in large companies to enhance management and sales programs. Because of its simplicity and efficiency and because it is principally a method to improve the understanding of self and others, it can be used in any situation to improve the working environment.

What is the STRUCTOGRAM®?

Referring the results obtained in the research carried on by the American brain researcher doctor Paul MacLean and the discoveries coming from the evolution science, the anthropologist Rolf W. Schirm developed the biostructural analysis method. In this way the gap between knowledge used in the practice and that discovered by the research was filled. Schirm's work is nowadays strongly confirmed by the results coming from neurology, molecular biology and behavioural genetics.

The results of biostructural analysis are represented on the STRUCTOGRAM®, a three coloured disk, in an easily to remember and clear way.

Each colour on the STRUCTOGRAM® disk matches one of the three human brains. Individual size differences of each coloured part highlight the strengths affecting the relevant brain.

Therefore thanks to the STRUCTOGRAM® you can immediately understand the biostructural object of the analysis.

STRUCTOGRAM® - The key to self-knowledge

The application of the STRUCTOGRAM®

After a convenient introduction the trainer can independently use and apply the STRUCTOGRAM® during his training as valid support tool.

According to the STRUCTOGRAM® the participant learns how to understand the individual structure of his own personality.

The STRUCTOGRAM® is not a school program at all, but it is used as fundamental method for already existent or newly created training programs. Thanks to a better self-knowledge the single participant can reach the mutual comprehension and therefore it emerges a good and positive learning atmosphere.

Thanks to the STRUCTOGRAM® the participant understands that the optimal premise of a salesman or a leader is that to accept his own opportunities and vulnerable points.

This ability allows to process realistic aims and the determination of successful strategies. Hence it follows the use of managing and sales of specific strategies suited for one's own personality.

From the Self-Knowledge to Understanding Others

Founded on the self-knowledge through the STRUCTOGRAM® the TRIOGRAM® offers a method to understanding others.

The experiences with one's own STRUCTOGRAM® - namely the self-knowledge - is the most certain way toward understanding others. Only from the self-knowledge one can obtain valid criteria, also useful to evaluate other people.

The trainer helps the participant to better understand other people's features thanks to the TRIOGRAM®. Discussions, workshops, teaching conversations etc. are made easier and improved. STRUCTOGRAM® and TRIOGRAM® are tools used by the trainer in his regular training. In this way he can give his guide to his own introductions and to his particular teaching contents.

On the TRIOGRAM® map the participant understands the positions of his customers, salesmen or of cooperators and his leaders.

TRIOGRAM® - The key to understanding others

How you can become an authorized STRUCTOGRAM®-Trainer

Qualifications of the STRUCTOGRAM®-Trainer

The STRUCTOGRAM® Trainer has the following qualifications:

- At least two years of experience as trainer in one or more specialized areas
- Be a free lance trainer or be employed as a full-time trainer as part of a larger business.
- Be able to communicate efficiently and effectively the theory and educational information that the STRUCTOGRAM® training offers

Training goals of the STRUCTOGRAM® and TRIOGRAM®-Trainer

The authorized STRUCTOGRAM® trainer can enclose and use the STRUCTOGRAM® in his training.

- He has processed a personal STRUCTOGRAM® of his own (self-knowledge).
- He can carry out the analysis with his participants.
- He knows the essential scientific basis of the STRUCTOGRAM® and can pass them on to the participants in a simple and easily comprehensible way.
- He can work out the important results together with the participants.
- He knows the fundamentals in the use of TRIOGRAM® as to the knowledge of others and its use in managing and sale training.

Generally the STRUCTOGRAM® material is distributed following to a license contract with the authorized partner.

Step 1: The Introductory Course

Within an „open“ seminar by IBSA Inc. or by an authorized trainer you'll learn to understand the basis and the STRUCTOGRAM® method (2 days – see seminar program). You'll build by yourself your own STRUCTOGRAM® and you'll learn how to use the TRIOGRAM®.

During the introductory course you'll approach the teaching material and the trainer's documents. Only then you'll be able to decide if you can obtain a license.

Step 2: The Authorization

If you hold the necessary qualifications in order to become a trainer and if within 12 months you attend a seminar, a STRUCTOGRAM® license contract can be signed.

During the workshop required in order to obtain the license (2 days) you'll receive a personal introduction and supervision by a master trainer. As free lance or company trainer you'll be introduced to the use of the STRUCTOGRAM® and you'll get the whole teaching material.

The TRIOGRAM® license and the relevant material are given only to the trainer who has already worked with the STRUCTOGRAM®. Thus provided there's the opportunity to distribute other licenses.

We offer you two different kinds of contract:

As free lance trainer you'll personally get the trainer package with the teaching material. Now you are entitled to receive the material relevant to the analysis for your personal use during the seminar (books, disks, memo blocks). The contract is signed between you as single subscriber and IBSA. As trainer you can use the original STRUCTOGRAM® and TRIOGRAM® material with your customers and consigners.

As full time employed trainer you'll receive a personal authorization, but the license contract is signed by the company you work for and IBSA. The delivery of trainer package is carried out to your employer. In case further trainers employed in the same company wish to use STRUCTOGRAM® material, also those ones must get an authorization and the relevant trainer package. The authorized trainer can use STRUCTOGRAM® material both in his courses for his company employees or during others for external customers.

Step 3: The Support

A specialized master trainer suggests and accompanies the newly authorized trainer in the building up of the STRUCTOGRAM® and also of the TRIOGRAM® during his training program. In the whole supply of the trainer package a working day by the master trainer is included.

Running Courses

On the basis of the introductory course, of the detailed trainer guide, of the further audio-visual tools and of the STRUCTOGRAM® analysis material you'll be finally able to arrange for a seminar which reflects your personality. You'll build up the STRUCTOGRAM® and the TRIOGRAM® according to your teaching imprint.

You will provide each participant with the necessary original analysis material. According to the intensity of the evaluation and the discussion of the results the running of STRUCTOGRAM® analysis will require max. 1 working day. The same time is required for the part 2 „The key to understanding others“ (TRIOGRAM®).

Delivery and Purchase Terms

The analysis material, the transparencies (OHP sheets), the CDs, the videos, the trainer manuals and all the other documents are protected by copyright and cannot be copied or reproduced in any other way. The authorization for the use of the analysis material is acquired through the participation to the introductory courses, to the supervisions, the authorizations as well as through the receipt of the STRUCTOGRAM® and TRIOGRAM® packages.

The trainer is committed to place the self-analysis material at each participant's disposal (volume 1 with the STRUCTOGRAM® disk) and the documents for understanding others /volume 2 with the TRIOGRAM® map and the memory card) and to leave it to the participant for his personal use. The license owner is committed to yearly train at least 50 participants with STRUCTOGRAM® and 30 with TRIOGRAM®.

Delivery Terms:

The trainer material is usually prompt at disposal. Smaller quantities of analysis material (up to 100 pieces) are generally immediately at disposal.

Terms of Payment:

net amount at 30 days + VAT

Languages:

Volume 1 – The key to self-knowledge - STRUCTOGRAM® is available in the following languages:

Czech – Danish – Dutch – English – Finnish
French – German – Greek – Hungarian – Italian
Japanese – Norwegian – Polish – Portuguese –
Rumanian – Russian – Spanish – Swedish

Volume 2 – The key to understanding others - TRIOGRAM® is available in the following languages:

Czech – Danish – Dutch – English – French –
German – Italian

The Teaching Material

In the Trainer Package 1

the authorized trainer receives -in his mother language- all the documents and the teaching material required for carrying out the STRUCTOGRAM® analysis.

Training

License workshop
(personal teaching materials included)
Max. 1 day support

License

- 1 authorization certificate
(frame included)
- 1 trainer certificate (yearly updated)

Teaching Tools

- 20 Rolf W. Schirm / Juergen Schoemen
Evolution of the personality
The fundamentals of the biostructural analysis

Trainer Working Tools

- 1 Trainer's guide
- 1 Overhead-Slides (15 pieces)
- 1 STRUCTOGRAM® Power-Point Introduction
- 2 Book cases
- 1 «Success in the mind» DVD
- 1 Trainer's suitcase

Advertising Material

- 20 STRUCTOGRAM® stickers
- 20 Blank documentation maps
- 20 Blank «Success in the mind» diagrams
- 20 Memo blocks
- 20 Pins
- 20 Ball pens with green-red-blue replacement
- 20 Structogram business card for the participants
- 1 Case containing mixed evaluation marks
- 1 Case containing mixed felt-pens
- 1 Wooden head puzzle

In the trainer package 2

there are all the necessary documents to apply the TRIOGRAM® work.

Training

License workshop
(personal teaching material included)
Max. 1 day support

License

- 1 authorization certificate
(frame included)
- 1 trainer certificate (yearly updated)

Trainer Working Tools

- 1 Overhead-Slides
- 1 Transparencies (15 pieces)
- 1 TRIOGRAM® Power-Point Introduction
- 1 Book case
- 1 TRIOGRAM® board with 7 magnetos
- 1 TRIOGRAM® poster (vinyl with hooks, transport case included)
- 1 Mixed red-green-blue paper figures
- 1 «Car salesman» DVD

The Next Stage

Your Entering

Attend the introductory seminar.
After the sign of the contract join the license workshop. The costs of the introductory seminar by IBSA are included in the trainer license.

Seminar fees:

part of the trainer license
(they are charged on IBSA)

Trainer license 1 and 2 as described
Introduction price until 31.12.06 US\$5'990
+ transport costs and VAT

These prices include trainer material, the license fees for the application of the method as well as the use of the brands. The license fees are intended once at all.

Delivery of teaching material for each participant

Volume 1:

The key to self-knowledge - STRUCTOGRAM®
STRUCTOGRAM® disk included
US\$ 55.00

Volume 2:

The key to understanding others - TRIOGRAM®
TRIOGRAM® map and memory card included
US\$ 55.00

Volume on Fundamentals:

Evolution of the personality
EUR 29.20

+ transport costs and VAT

Quantity discount for authorized trainers:

30 – 99 pc:	10%
100 – 249 pc:	20%
250 – 999 pc:	25%
over 1.000 pc.:	30%

Enrolment

Join a seminar in your country.
We provide for bookings and make our proposals on possible terms.

Contact us:

STRUCTOGRAM International
Institut für Biostruktur-Analysen AG
Morgartenstrasse 2
CH-6003 Lucerne / Switzerland
Phone ++41 (0) 41 227 20 10
Fax ++41 (0) 41 227 20 11
Internet: <http://www.structogram.info>
e-mail: mail@ibsa.info