



where branding gets personal™

Training Programs

Reach Advanced Training Guide

360Reach for Groups Training
Keynote Certification
Masters Certification

Preview Guide

Offered by





CERTIFICATION PROGRAMS

Reach Certification Program Paths

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Branding Training & Certification Quick Links

[360Reach Analyst](#)

[Certified Personal Brand Strategist \(CPBS\)](#)

[Certified Social Branding Analyst \(CSBA\)](#)

[360Reach for Groups Training](#)

[Keynote Certification](#)

[Masters Certification](#)



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Announcements and Updates

Important Dates for 2019 Advanced Certification and Training

Certification Year: January 1, 2019 – December 31, 2019

Friday, November 30, 2018: Advanced Program Registration Closes

Tuesday, December 4, 2018: 360Reach for Groups (2–4 PM ET)

Wednesday, December 12, 2018: Keynote Certification Class (11 AM – 1 PM ET)

Wednesday, December 12, 2018: Masters Certification Class (1–3 PM ET)

Listen to the Advanced Program Information Call

Get more information on the Advanced Programs in this informational session (23 minutes):

<https://vimeo.com/292436041>

Ask Marie your questions about the program in a one-on-one call:

<https://my.timetrade.com/book/B46DN>

Great news!

Masters registration and renewal now includes Keynote Certification, and the investment for Keynote and 360Reach for Groups remains unchanged. Plus, new value has been added as Keynote and Master Strategists get additional benefits with the partnership between Reach and Career Thought Leaders.

ICF CCEs

Keynote Certification: 3 ICF CCEs

Master Certification: 5 CCEs

360Reach for Groups Training Does Not Qualify for ICF CCEs



Reach Advanced Training Programs

360Reach for Groups Training

"I took the 360Reach for Groups several years ago as I thought it would expand my offerings to my clients. This has become one of the most sought-after workshops by clients. Groups within corporations always want to know how they are doing relative to others. It provides them the ability to gauge areas of strengths and opportunities. I could not be happier with the outcome of taking 360Reach for Groups." ~ Cheryl Berrington



Description

This training teaches participants how to deliver workshops to groups of individuals who are using the 360Reach Survey. Reach provides the presentation and facilitation materials along with the training you need to support groups completing the 360Reach.

This course is training, NOT a certification. You get:

- A comprehensive set of MS high-quality Powerpoint slides
- Participant workbooks (fillable PDF)
- Training on how to deliver the material to groups
- Discounts on 360Reach passwords and other products

Each individual who enrolls is eligible to purchase the Enterprise versions of the 360Reach Survey. For more information on the differences between the Enterprise and Premium Surveys, click here:

<http://360rea.ch/surveycomparisonguide>

Timeline: The next live training is in December. It is offered live once per year in December. The training date/time will be announced in early December. Delivery: one webinar, 2 hours in length.

Prerequisite: You must be a 360Reach Certified Analyst to register for this class.

ICF CCEs: Not applicable.

Requirements: Sign the Terms and Conditions and pay for the course in full. Registration is \$797.

Annual renewal is required and includes access to the webinar. To qualify for annual renewal, you must have taken the training the year prior. You cannot skip years and recertify. Annual renewal fee is \$197.00 per year.

Registration closes November 30, 2018.

[REGISTER HERE](#)



Keynote Certification

"I highly recommend the Keynote Certification training. Even though I've been a CPBS for many years and have given numerous presentations on the topic of personal branding, I lacked the 'polish' that William provided. If you are looking to take your speaking game up a notch on this topic, this course is for you! You receive great training, and most importantly - the ability to use the PowerPoint slides and materials that William so diligently prepared." ~ Carmen Croonquist



Description

This advanced certification program gives you everything you need to deliver a 1- to 3-hour personal branding Keynote presentation (for fee or free) using the Reach Personal Branding materials. You get:

- A 3-hour training to improve your delivery of the materials
- Pre-work materials to use with clients
- MS PowerPoint presentation (60+ slides) with embedded images and videos and speaker notes
- Training and recordings
- Rights to use the materials provided
- Keynote certification logo
- Listing on the Reach Personal Branding site and Career Thought Leaders site
- Referral of keynote speaking opportunities
- Discounts on Reach products and Career Thought Leaders events
- **SPECIAL BONUS:** Receive \$797 in Bonuses! In addition to the Personal Branding presentation, you receive a separate Social Branding (LinkedIn) keynote you can deliver to clients.

Timeline: Keynote is offered annually in December and certifies you for the following calendar year, January 1 thru December 31. Delivery: one webinar, 3 hours in length.

Prerequisites: Must be Certified Personal Brand Strategist (CPBS) at the time of registration. We prefer that you have experience in using the Reach methodology prior to joining the Keynote certification program, although there is not a formal experience requirement.

ICF CCEs: Three (3) ICF CCEs when you attend the 3-hour webinar live.

Certification Requirements: Sign the Reach Terms and Conditions, complete a Learning Confirmation, deliver the Keynote for free or fee, pay for the course in full. **IMPORTANT:** You must deliver the Keynote (for free or fee) and provide proof thereof prior to receiving your Keynote Certificate and logo. Registration fee is \$1,797.

Annual renewal is required and includes training and updated materials. To qualify for recertification, you must have taken the training the year prior. You cannot skip years and recertify. Recertification \$497.

Registration closes November 30, 2018.

[REGISTER HERE](#)





Masters Certification

"Proudly, I have been certified as a Masters Strategist from the very first offering and I wouldn't miss continuing for anything! William supports our Masters group by sharing best practices regularly, giving us first opportunity to gain additional business that comes his way, and finally keeping us informed on trends, programs that are in the works and information on anything he knows might bring value to us. The value of receiving the Masters certification far outweighs the cost." ~ Valerie Sokolosky



Description

The Masters Certification program gives you the material and training you need to deliver interactive workshops and blended learning programs (from half-day to 2-day). You get:

- *NEW: All items included with the Keynote program are now included in the Master Strategist program fee and recertification fee!
- A 2-hour webinar to improve your delivery of materials PLUS quarterly webinars focused on trends, business development, and presentation, webinar, and workshop delivery
- An additional 3-hour webinar training on 3D Brand Bios
- PowerPoint presentations for both Personal Branding (PB) and Social Branding with embedded images and videos and speaker notes (over 300 slides)
- Workbooks with exercises (PB, 3D Brand Bio, Social Branding)
- Rights to use the Reach Materials with your clients
- Marketing materials to promote the programs
- A private, one-on-one session with Marie Zimenoff
- Masters certification logo
- Listing on the Reach Personal Branding site and Career Thought Leaders website
- Referral of workshop opportunities and first refusal of select coaching opportunities
- Discounts on Reach products and Career Thought Leader events
- Access to the annual CPBS recertification calls
- **SPECIAL BONUS: Receive \$7,884 in Bonuses!**
 - **Bonus #1:** Keynote Certification (NEW). Your registration for Keynote (or renewal) is included in Masters. (\$1,997 value)
 - **Bonus #2:** CPBS Recertification. Your annual CPBS Recertification is included in Masters. (\$397 value)
 - **Bonus #2:** 360Reach for Groups. If you are already enrolled in 360Reach for Groups, your annual renewal fee is waived. (\$797 value)
 - **Bonus #3:** Social Branding Certification. All Master strategists certify/recertify in February each year for Social Branding. You will be given access to audit the October 2018 session and to attend the February 2019 session. (\$797 value)
 - **Bonus #4:** Social Branding Masters Program. Everything you need to deliver social branding workshops. (\$3,997 value)

Timeline: Masters is offered in December and certifies you for the following calendar year. Delivery: 2-hour webinar and 3 quarterly 1-hour webinars. Bonus 3D Brand Bio Training webinar is 3 hours.

Prerequisites: You must be a current Certified Personal Brand Strategist and complete the requirements for Keynote certification before we can grant your Masters certification.



CERTIFICATION PROGRAMS

ICF CCEs: Five (5) ICF CCEs when you attend the 4-hour webinar live and complete the 1-hour coaching session with Marie Zimenoff.

Certification Requirements: Sign the Reach Terms and Conditions, complete all the requirements of the Keynote Certification course, complete your 1-hour coaching session with Marie, and pay for the course in full. Registration is \$3,997.

An annual renewal fee is required. To qualify to pay the annual re-certification fee, you must have taken the training the year prior. You cannot skip years and re-certify. Recertification is \$1,697.

Registration closes November 30, 2018.

[REGISTER HERE](#)