

# *If the truth is ...*

You aren't satisfied with your current level of success...

You're confronted by changes in all areas of your life...

You're surrounded by people who aren't very productive...

You aren't as influential as you would like to be ...

You need more discipline and accountability ...

You don't have time to wait or waste ...

You don't know what to do about it ...

*InStream was created for you!*



## *What's the problem?*

People pay attention to where they find their tension.

It's a universal truth — and in today's hectic world, there are a lot of things competing for your attention.

On the **professional** front, a troubled world has resulted in economic instability, reduced opportunity, cutbacks, layoffs, an uncertain future and a focus on survival instead of growth.

On the **personal** side, widespread unemployment, job migration, and tough economic times weigh heavily on everyone — in addition to the normal stressors of daily life.

Yet, this is our reality.

Survival of the fittest is the rule. Adapt or die is the universal ultimatum — and no one is immune. It IS a jungle out there — and competition is fierce!

To survive and thrive in our rapidly changing world requires us to change along with it. The people who succeed are the people who pay attention to and prepare for the new opportunities change always brings. Most successful are the rare few who have the insight to see into the future and position themselves at the leading edge of those opportunities.

Unfortunately, the majority of people are so busy coping with chaos that they have little time and little energy to devote to taking charge of change.

Ultimately, they find themselves behind the curve, ill-prepared and struggling to meet today's demands with yesterday's knowledge, skill and experience.

## *What's the solution?*

The answer is InStream.

InStream Integrated Learning System is a practical, powerful and affordable way for you to learn what you need to know and develop the skills you must have to successfully compete and prosper today, tomorrow and into the future.

InStream offers you a comprehensive, coordinated professional and personal development program, focused on mission-critical topics and designed with maximum flexibility and convenience in mind — a simple way to integrate learning into your life.

InStream blends a high-tech platform for around-the-clock access to over 150 self-paced lessons with high-touch LIVE teleclasses offered throughout each week, conducted by our team of Certified MasterStream Instructors. Compared to traditional training alternatives, InStream integrates the best of all worlds into a unified learning system.

InStream is presented as a series of “tracks” which provide a logical structure for learning and ensure the quality of the learning experience for everyone involved. FastTracks allow you to develop your command of the 17 required Core Curriculum topics through a controlled program which systematically builds both understanding and confidence. Once the Core Curriculum is completed, you may join in on a DeepTrack — in-depth programs covering the complete family of 9 MasterStream Method subjects.

Whether you are an entrepreneur or an executive ... an individual or a manager of hundreds, InStream will provide you with the training, guidance and support you need to take charge of change!

## *How does InStream work?*

InStream offers a comprehensive collection of mission-critical topics which are taught LIVE by an exclusive team of Certified MasterStream Instructors. The program is presented in a flexible and realistic format and allows you to progress in the direction and at the pace you prefer.

**The Curriculum** — With over 150 lessons covering 9 complete courses, InStream offers ongoing professional training for both individuals and organizations on the subjects that matter most:

### **MasterStream Precision Sales Technique®**

#### **A Lifetime of Leads®**

9 Methods for Building Your Business WITHOUT Making Cold Calls

#### **Pride-Based Leadership®**

Developing Discipline & Accountability In Others

#### **ChangeWorks!®**

Personal & Professional Change Management System

#### **Precision Decisions®**

Structured Strategic Thinking

#### **Customer Experience Management®**

Optimizing Opportunities / Leveraging Loyalty

#### **TeamBuilder®**

#### **The Accountable Self®**

Conquering the 80% Existence

#### **The Napier Method®**

Accelerated Adult Learning Technique



**Each Lesson is explored in five simple steps:**


**Step 1: Discovery Session** — The key concepts of the lesson are presented in a brief reading assignment. The readings range from 1-10 pages in length and are easily downloaded from our website and printed for your convenience.

**Step 2: Dialogue Session** — Once you've read the assignment, you are ready to participate in a LIVE teleclass conducted by a Certified MasterStream Instructor. Dialogue Sessions are designed to review and discuss the key concepts of the lesson and explore their impact through a series of exercises. Dialogues are 45 minutes long and are scheduled throughout the week. If you prefer a set teleclass time each week, we offer several FastTracks for the 15 Core Lessons as well as DeepTracks exploring each of our subjects in detail. Workbook handouts for each Dialogue can be downloaded and printed prior to the teleclass — and if you miss a Dialogue, the Audio Archives can be accessed around the clock.

**Step 3: Applications Session** — Following the Dialogue, attention turns to integrating the key concepts of the lesson into your daily lives — on both the professional and personal levels. Developing a command of the key concepts and a plan of action for applying them directly to your reality is the purpose of this session. Application Sessions are offered as LIVE 45-minute teleclasses.

**Step 4: Coaching Session** — Offered as an optional service, private, semi-private and group coaching sessions allow you to fine tune your skills and boost your success at applying those skills.

**Step 5: Testing Session** — When you think you're ready to advance to another lesson, just take a brief online quiz and see how much you've learned.



## *What does InStream cost?*

An annual InStream Passport is \$599 or less.

Divide that anyway you want and it's a remarkable deal:

9 complete programs — \$67 per program  
12 unlimited months — \$50 per month  
150 jam-packed lessons — \$3.99 per lesson  
2500 LIVE teleclasses — 24¢ per class  
24/7/365 availability — 7¢ per hour

Discounts are offered at events hosted by Certified MasterStream Instructors as well as to their private speaking, training, coaching and consulting clients. Discounts are also offered to groups purchasing a block of InStream Passports:

1 Passport	\$599 each
2 to 4 Passports	\$549
5 to 9 Passports	\$499
10 to 24 Passports	\$449
25 to 49 Passports	\$399
50 to 99 Passports	\$349
100 to 249 Passports	\$299
250 Passports or more	\$249

To obtain more information or a InStream Passport application, contact the Certified MasterStream Instructor who sent you this brochure.

If you would like to preview InStream, we invite you to participate in "Lesson 101: The Nature of Change" at no charge or obligation. Please visit our website at [www.masterstream.com](http://www.masterstream.com) and follow the "Access the InStream System" link. Please note that you must first register for our website (FREE) in order to take Lesson 101.

## *What can your CMI do for you?*

**Speaking Engagements** — CMIs offer a variety of Keynote Presentations, Explorations and Executive Essentials Briefings

**Seminars and Workshops** — CMIs customize and present training programs covering the entire family of MasterStream Method training programs.

**ChangeGrid Interpretation** — CMIs design, administer and interpret individual, duo, group and 360° ChangeGrid profiles.

**Executive Coaching** — CMIs offer private, semi-private and group coaching services.

**Private InStreamTeleconferences** — CMIs provide a variety of client-specific, fully-customized Dialogue Sessions, Application Sessions, Drill Sessions, and Rehearsal Sessions.

**Project-Based Consulting** — CMIs apply the MasterStream Method to an infinite variety of situations, including: Tension Mapping, Approach Re-Engineering, staffing, event planning and a full-range of marketing and management needs.

**Practitioner Certification Programs** — CMIs invite their most serious students to participate in an intensive training retreat resulting in the achievement of the Certified MasterStream Practitioner or Certified ChangeWorks Practitioner designations.

**Trainer Certification Programs** — CMIs offer several ways for others to become certified to teach the MasterStream Method at a variety of levels, including: Field Guide, In-House Facilitator and Certified MasterStream Instructor.