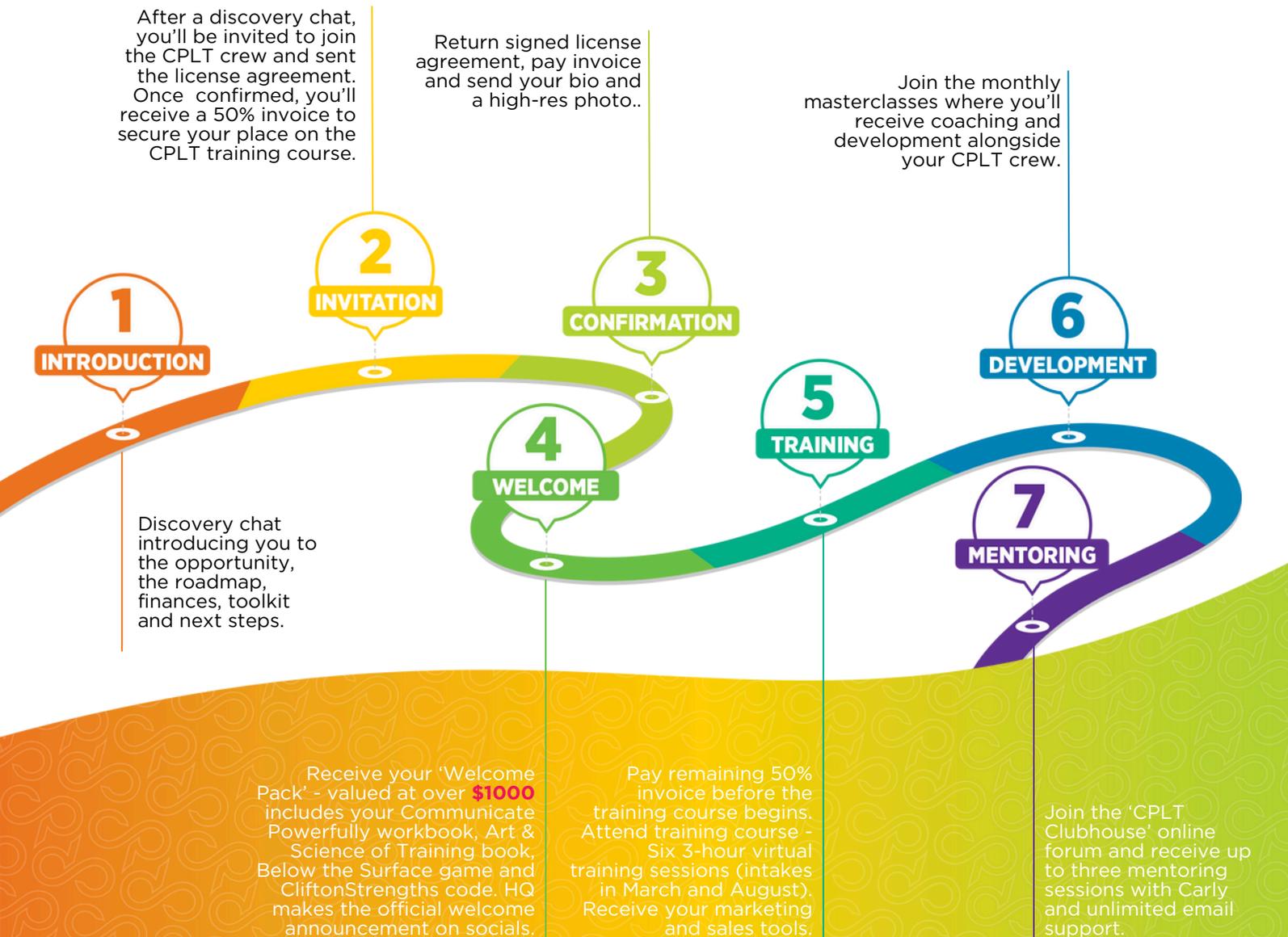




Your journey

The Road Map

This roadmap walks you from that first spark of curiosity through to confidently delivering transformative learning experiences as a CPLT.



Becoming a Communicate Powerfully Licensed Trainer is an adventure into the heart of real change - for you, your learners, and the organisations you work with.



communicate
POWERFULLY



Your journey The Investment

Here is the key financial information you need to make a confident decision about becoming a Communicate Powerfully Licensed Trainer (CPLT), and to choose the membership option that fits your situation, aspirations, and picture of success.

STEP ONE: BECOME A CPLT

What you get:

- Full CPLT training with Carly - (6 x weekly 3-hour training sessions)
- The complete Communicate Powerfully programme and workshops (Including; session plans, facilitation guides, tools, workbooks)
- The science, structure, and delivery methodology
- Facilitation coaching + feedback during training
- Access to the CPLT community - Discussion forum + Sales and business resources
- Delivery rights once you activate your membership

This is your licence training fee. After this, you choose your membership

\$4,995 NZD
+GST

STEP TWO: CHOOSE YOUR MEMBERSHIP

OPTION A: IN-HOUSE CPLTs

Employed by an organisation - delivering CP internally

What you get:

- Unlimited CP delivery rights inside ONE organisation
- Updated content, tools & programme improvements
- New workshops to deliver twice a year
- Delivery support + Q&A

Freedom to deliver:

- Single workshops - in-person and online
- One-off workshop series
- The full CP 12 x module programme

Who this is for:

- L&D practitioners
- Internal facilitators
- Organisations that want capability uplift
- Trainers with built-in audiences

\$495+GST NZD

*per month
12 month subscription*

OPTION B: INDEPENDENT CPLTs

Self-Employed - delivering CP as part of their business

What you get:

- Delivery rights to run CP in your own business
- Updated content, tools & programme improvements
- Updated business development resources
- New workshops to deliver twice a year
- Delivery support + Q&A

Flexibility to run:

- One-off CP workshops - in-person and online
- Half-day/full-day sessions
- The full CP 12 x module programme

Who this is for:

- Trainers running their own business
- Consultants with clients
- Self-employed facilitators
- People who want CP as part of their offering

\$2,000+GST NZD

per year

STEP THREE: OPTIONAL - CPLT MENTORING WITH CARLY

What's included:

- Monthly 1:1 coaching with Carly
- Business + facilitation mentoring
- Sales/pricing support
- Confidence + mindset coaching
- Feedback on delivery
- Troubleshooting + clarity
- Momentum + accountability

Who this is for:

- CPLTs who want speed and traction
- Trainers who want help selling CP
- People who want Carly in their corner while they grow

\$695+GST NZD

6-month commitment



Your journey Earning Potential

This gives you a snapshot of the potential income you can generate as an independent CPLT, based on current training values in the New Zealand market.

Here are some example delivery options so you can picture what a typical working week - and potential annual income - could look like for you.

Communicate Powerfully - the programme

12 x module training programme, delivered in fortnightly 2-hour training sessions

\$1,495+GST
per module
12 x modules =
\$17,940+GST

2 day workshop - CP intensive

10 of the 12 Communicate Powerfully modules delivered in 2 x training days

\$6,995+GST

1 day workshop: Vital conversations & feedback

1 or a combination of CP workshops, delivered in a one-off 6 hour training session

\$3,495+GST

Half-day workshop: Communication styles

1 of the CP modules, delivered in a one-off 4 hour training session

\$2,995+GST

2.5-hour workshop: Effective communication

1 of the CP modules, delivered in a one off 2.5-hour training session

\$1,495+GST

Potential income as a CPLT

Based on running a full-time training business - delivering two days a week

Average \$2,995 per day
x 2 per week
\$5,990
+GST per week



Four weeks
\$23,960
+GST per month



10 months of the year delivery
\$239,600
+GST annually



Your journey

The Toolkit

The CPLT Toolkit gives you everything you need to learn, in order to grow your own training business, as an Independent trainer, or reputation as an In-house trainer delivering Communicate Powerfully programmes and workshops.

Here you'll find ready-to-use content, marketing resources, and ongoing support so you can deliver engaging learning and build a business you're proud of.



COMMUNICATE POWERFULLY PROGRAMME

- Communicate Powerfully Workbook
- Digital copies of all 12 modules
- 12 module session plans & facilitation notes
- Email communication templates & attachments
- Feedback forms



TRAINING TOOLS

- Below the Surface game
- The Art & Science of Training book
- CliftonStrengths full 34 assessment
- CP Participant certificate template
- Training checklist
- 1 x CP quote cards & postcards
- CP emotions cards
- CP pen



SALES TOOLS

- Proposal templates
- Client Needs Assessment - CNA
- Personalised CP sales flyer (your pic, bio & testimonials)
- CP Sales Documents & Information brochure
- Income map and tracking documents
- Checklists & Action plans



MARKETING TOOLS

- CPLT logo
- Personalised CP Programme overview
- Personalised trainer profile on the CP website
- Trainers Introduction video on CP website
- Checklists & Action plans



COMMUNICATE POWERFULLY WORKSHOPS

A suite of highly interactive, ready-to-deliver Communicate Powerfully workshops you can promote and run in a range of formats - in-person or online, as full-day or half-day sessions. Each workshop comes with facilitation guides and participant materials, with fresh content and new delivery topics added twice a year to keep your offering current and in-demand.



CPLT CLUBHOUSE

- Private CPLT Community forum
- Business development resources
- Recorded Masterclasses
- Workshop example videos
- CPLT business offers and discounts



Your journey

The Competencies

These competencies outline the core skills and knowledge a CPLT needs to deliver powerful training and support meaningful learning outcomes.

COMMUNICATE POWERFULLY COMPETENCIES - BE R.E.A.L

Respectful

- I am clear on the purpose of my communication and articulate my meaning.
- I am aware of the communication styles, understand my style, and adapt my communication to ensure I am
- I plan my written communication to ensure my words are well received.
- I embrace conflict as an opportunity to learn and grow.

Assertive

- I am confident in bringing ideas, information, and challenges to the conversation.
- I have vital conversations well and in a timely manner.
- I provide feedback
- I hold myself accountable first and do what I say I'll do.
- I speak confidently in group situations and am a capable and engaging presenter.

Engaging

- I am open to growth and receiving feedback.
- I express appreciation and gratitude often, and people feel encouraged by my words.
- I am positive in my communication, keeping my words useful and above the line.
- I ask questions to engage people in conversations because I genuinely want to know about other people.

Listen

- I listen before responding in conversations and am open to having my mind changed.
- I listen to and can express my emotions calmly and confidently without blaming others or judging myself.
- I am fully present in conversations and focus on understanding different perspectives.
- I am aware of and listen to my internal dialogue.

EFFECTIVE TRAINER COMPETENCIES - A,B,C,D

Audience

- I am clear on the purpose of the session and outcomes to achieve.
- I know who is in the room and what is important to them.
- I look after the room, ensuring all participants are included.
- I create an experience that fosters positive emotions.

Behaviour

- I am intentional with creating a useful and positive state.
- I display open body language with a good pace and engaging tone.
- I use the power of pause and limit filler words.
- I know and honour my unique training style.

Content

- I practice and know my content well.
- I am confident and competent in the topics I deliver.
- I set learning outcomes and follow up with key takeaways.
- I share relevant and personal stories and examples.

Delivery

- I provide clear and simple instructions, framing well.
- I keep the session on time, on topic and focused on outcomes.
- I engage learners with exercises and questions every 8-10 minutes.
- I use learners' names.