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12 Key Criteria

To Choose The Right Elite Performance Training Academy For Yourself

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Hello & welcome,

This interactive assessment document is intended to help you make the right decision for yourself without the impact of any source, including ours. Here we provide you with the definitions of the 12 key criteria so you can collect the information from the schools you're considering. Next, take that information and rate all of your options with the assessment table you find below. Once done, you are given a final score for each option to make your decision a breeze. What's the best part? No one sees it, but you 😊

Here are the criteria ...

❖ **Mission, Vision and Philosophy:**

This is what the training organization believe in achieving. What the founders and the instructors believe in will show in the training quality and will impact your quality as a professional. Questions that may help are:

- Are they focused on financial gain OR graduating true professionals, change makers, and leaders of their industry?
- Is their mission centered around the common good and give you more than they take or is it the other way around?
- Is their vision clear and specific? Does it speak to you and feels right?

❖ **Quality of Programs:**

Find out the details of their programs, the benefits you get as a practicing professional, and the results you deliver to your clients once you graduate.

Also, how specific and accurate are the programs, the knowledge and methodology they're based on and how much hands-on training versus theory and opinion.

❖ **Quality of Certification:**

While certification is not a true measure of value, it has its place. If you care about certification make sure they come from reputable organizations and are not self-

promoted. Organizations like ICF, NGH and Society of NLP are internationally known for their high standards. Does the school offer those world class certifications?

❖ **Quality of Instructors:**

This is big. The quality of your instructor will definitely determine the ambiance of your class, the quality of the information you receive, how good of professional you become and amount of information you receive and how well you grasp the content.

It's important to learn from certified instructors from world class organizations such as ICF and NGH. This guaranteed that the quality and rigor of the person and school you trust on your professional future

❖ **Flexibility of Delivery:**

This helps you with the pace of your training and raises your chances to learn as much as possible. Check if they deliver their training in person, online or a mix of both as applicable. Also, check if they offer replay of the class in case you can't make it because of life matters. Check if they follow up and that they ensure you actually watched the class and got benefit from it or if it's just a check in the box. This shows you how they truly care about the quality of their students and their reputation.

❖ **Business Training:**

Specialty training like coaching, hypnosis, NLP and others are the backbone of your career as a professional. Learning about business is as critical to building your successful practice. A large number of talented coaches, hypnotists and NLP practitioners struggle in building their practices because their schools did not prepare them for what comes after graduation. So, make sure your school is committed to equip you with the business knowledge to build a successful practice even before you graduate.

❖ Period of Training:

Is the school you're considering offering a weekend class for a profession that requires depth in knowledge? This may be your first red flag. This doesn't mean you have to choose extremely long training programs. This means to gauge the value of knowledge you will gain and the period you'll spend learning it. Will you go to a heart surgeon who graduate from 3 months of school? Same here. Check the program content and the schedule of training. This should help you make a good decision.

❖ Investment:

It's a fact that in many cases we get what we pay for. Do some research on prices and assess them against the content of the program, the period of training, the quality of certificates and the quality of your instructors. It's seldom to have top quality of all these factors with low investment. After all it's your investment in your future and your brain food. What quality would you want to feed your brain and soul? Your decision!

❖ Royalties:

We call this the milking model (🐄). We often see school that train professionals based on proprietary methodologies and tools that will have to be used after graduation, for a fee. In other words, they keep you paying even after you graduate. Make sure that what you learn is independent from any tools and regardless if you use them or you don't you can still deliver outstanding results to your clients.

❖ Support After Graduation:

During training we see most students busy with the manuals and the information they receive. Trying to put things in perspective and apply the knowledge to be the best professionals they can. Many questions show up toward the end of the training and mostly after graduation. Who should answer your questions then? Does your relationship with your school vanish with the last hour of training? Probably that's when you need the expert to answer your concern, right? Make sure they got you covered.

❖ Collaboration Opportunity:

We have also noticed that often, some students don't launch immediately after training. They spin in the shy/doubt zone for a while especially if they don't have a great support system, don't have business knowledge or simply need some assurance. Good schools offer collaboration opportunity to ease up the integration of the new professionals in the market. If your potential school offers this, without taking advantage of you, then this is a very good plus.

❖ Community:

We all know the power of community, especially nowadays when we're disconnected from each despite the closeness of distance. A community of like-minded professional is a powerful tool to have not just after graduation, but for years to come. It gives a great support system, endless collaboration opportunities, and friendships that pay dividends. The strength and quality of that community, however; is definitely a projection of the values of the training school. Check the community of that potential school, contact them and ask questions. It will give you a good sense of what to expect.

Now ... we hope these brief definitions are helpful and make matters clearer for you. In the next section you will find a table where you can assess your potential training schools. For each criterion, rate your potential school from 1 to 10. Let's head over there ...

12 Criteria		AAOEPCC			
		Name1	Name2	Name3	Name4
1. Mission/ Value/ Philosophy	✓ Train Exceptional Industry leaders				
2. Quality of program	✓ World-Class				
3. Quality of Certificate	✓ ICF ✓ NGH				
4. Quality of Instructors	ICF ✓ NGH S-NLP				
5. Flexibility of Delivery	In person, Various ✓ locations, On line live, and Replays				
6. Business Training	Yes + ✓ LinkedIn YouTube				
7. Period of Training	Coach: 200 Hrs ✓ Hypnotist: 70 Hrs NLP Prac: 80 Hrs				
8. Investment	Coach: \$7,995 ✓ Hypnotist: \$2,500 NLP Prac: \$2,500				
9. Royalties	✓ No, All Inclusive				
10. Support After Graduation	✓ Absolutely				
11. Collaboration Opportunity	✓ Yes				
12. Community	✓ Yes				
TOTAL POINTS					

Have further question? We have more answers and if we don't know, we'll do our best to point you toward the right direction. Ask away at StudentServices@AAOEPCC.com OR call +1 (571) 348 - 4142