

## Want to join? - Becoming a Potential Project Trainer

Potential Project is the leading global provider of organizational effectiveness programs based on mindfulness. Our mission is to help organizations achieve strategic objectives by enhancing performance, creativity and resilience.

Successful completion of our Trainer Training (TT) course is a prerequisite for accreditation to deliver our Corporate Based Mindfulness Training (CBMT) programs. CBMT is a unique mindfulness based program, designed and developed specifically for organizations and working life.

Before committing to the Trainer-Training, it is critical for potential candidates (and Potential Project) to make a realistic assessment whether applicants have the necessary corporate experience, credibility, current networks and sales aptitude to be successful in securing and delivering CBMT.

Please review the fundamental requirements set out below. Once you have confirmed you meet these requirements, please complete our online Request for Information form.

### Requirements for Trainer Candidates

Below are some expectations we have of future colleagues. We are an organization driven by a deep sense of mission and passion in the work we do and need colleagues who share our values.

Candidates must have:

1. Extensive personal mindfulness practice, usually in excess of five years, including a daily practice and experience attending annual retreats.
2. Participated in at least one, weeklong silent retreat with a qualified meditation teacher.
3. Substantial professional experience with credibility in working at a senior level in the corporate environment, e.g. relevant experience in a consultancy firm; management or executive roles; or as a lecturer with relevant work-life subject matter.
4. Excellent facilitation and training skills, including extensive experience facilitating training for people in work-life and organizing and managing training interventions.
5. The ability and willingness to engage in goal-oriented sales work - including exceptional business acumen, strategic thinking, your own network of contacts and experience in selling services.
6. A strong commitment to bringing mindfulness to organizations and contributing to the development and growth of Potential Project.
7. Appreciation and a strong commitment to being of service - contributing to a community where we, together, build a unique and impactful business.

If you have the above qualities and experience, we would be very happy to receive your application via our online Request for Information form: <https://potentialproject.com/request-for-information/>

You can also email us directly at [recruitment@potentialproject.com](mailto:recruitment@potentialproject.com)

Your application will be passed to the Country Director responsible for your country. When the need for new trainers in a given country arises, all applications on file will be reviewed.



Country Directors interview qualified applicants, and put forward recommendations for candidates to join the next Train the Trainer course.

### **Trainer Training**

TTs are usually held twice a year in Europe, North America, Asia, or Australia. They are an intensive weeklong program that require substantial preparation through readings, webinars etc., as well as follow up activities after successfully completing the course.

The course is offered at-cost, and is inclusive of accommodation, meals and materials. Fees may vary between regions due to differences in venue costs.

On successful completion of the course, participants become accredited Potential Project trainers. Accreditation is renewed on an annual basis, and requires the trainer to be active in delivery and to participate in ongoing professional development provided by Potential Project. For a newly accredited trainer this includes completing a series of self-directed learning modules and delivery of a 'placement practicum' CBMT program.

A diagram is provided at the end of this document summarizing the process to become an accredited Potential Project trainer.

### **Business Model**

Once accredited as a trainer you become a colleague and part of Potential Project, globally as well as locally.

You will:

1. Be fully equipped to deliver our world-class CBMT program, validated in several studies and with great testimonials from many large corporations.
2. Have access to material and resources that are constantly being updated and developed.
3. Have access to a high profile stock of customers, including some of the biggest companies in the world.
4. Become part of a community of colleagues who are passionate about mindfulness and contributing towards a better world.
5. Be part of a global and dynamic organization that is constantly growing and developing.

Potential Project does not make money from the accreditation training. The success of our business model depends on each trainer working in close collaboration with their Country Director and fellow trainers to generate and deliver programs. As such, it is not possible to become accredited with Potential Project and work independently.

Trainers work on a freelance basis and are not employees of Potential Project. While we may be able to provide trainers with client leads, trainers need to be committed to engaging in their own sales work, supported by their Country Director and fellow trainers. Potential Project cannot guarantee income based on accreditation.

If you have any questions or require further information on accreditation and our business model, please speak with your Potential Project contact or email us at [recruitment@potentialproject.com](mailto:recruitment@potentialproject.com).

## Summary of Accreditation Process

