



***4Sight:***  
**Advanced Conscious Change  
Leadership Development  
Program**

**FREQUENTLY ASKED  
QUESTIONS & LOGISTICS**

# Table of Contents

- 1) DATES - What are the dates of the next program?.....2
- 2) LOCATION - Where does the program take place?.....2
- 3) TUITION: What is the cost? What's included? Are payment plans available? ..... 2
- 4) VENUE & HOTEL - What is the travel and venue logistic information? .....3
  - Airline Information.....3
  - Ground Transportation from the Durango-La Plata Airport.....3
  - Durango Location Information.....4
  - Venue and Hotel Information.....4
    - Lodging at The Center .....4
    - Additional Durango Lodging.....4
      - The Strater Hotel, Historic Downtown Durango .....4
      - About the Strater Hotel.....5
    - Other Lodging Options in Durango .....5
  - Extending Your Trip or Scheduling Activities .....6
  - What to Wear.....6
- 5) Are the in-person sessions mandatory?..... 6
- 6) What are the pre-requisites? .....6
- 7) How many people are usually in the program? ..... 6
- 8) I'm already a very experienced change practitioner or coach. I'm looking for the next giant step in my career/life. How can 4Sight help me discover it/get there?.....6
- 9) Who is 4Sight for?.....7
- 10) I'm already certified in either Project Management, Agile, Continuous Improvement, LEAN Six Sigma, Organization Development, or Change Management... will 4Sight help me expand on any of these capabilities? In what ways?..... 8
- 11) Are there continuing education credits available?.....8
- 12) How would the person I report to benefit by me attending 4Sight? Will this help me work better with executives and other senior leaders? .....8
- 13) What are the "4 Sights" that I will learn?..... 9
- 14) Is there design thinking or other bodies of work in your approach? .....9
- 15) What is the investment of my time this program will take?..... 9
- 16) What happens after I graduate 4Sight? .....10
- 17) I still have questions. Is there someone I can speak to? ..... 12



## 1) DATES - What are the dates of the next program?

**2022 In-Person Session Dates:**

**Session 1: February 28 - March 4**

**Session 2: April 4-8**

**Session 3: May 9-13**

**Session 4: June 20-24**

## 2) LOCATION - Where does the program take place?

All four sessions take place at the **Being First Center for Achieving Breakthrough** in Durango, Colorado, USA. You would fly into Durango-La Plata Regional Airport. See #15 below for additional venue and hotel information.

## 3) TUITION: What is the cost? What's included? Are payment plans available?

**Tuition Includes:**

- 20 Days of extensive in-person training sessions
- Breakfast and lunch each day in Durango
- Pre-work materials\* including a one-on-one telephone interview, webinar and (2) online assessments
- Participant manual and handouts
- Certificate of Completion
- One-Year free subscription to The Change Leader's Roadmap® Methodology (a \$975 value)

**Individual Tuition Cost:**

- \$16,000 USD Super Early-Bird Registration (Expires November 30, 2021)
- \$16,500 USD Early-Bird Registration (Expires December 30, 2021)
- \$17,000 USD Regular Price

**Group Tuition Cost for 3+ Attendees:**

- \$15,150 each USD Early-Bird Registration (Expires November 30, 2021)
- \$15,650 each USD Early-Bird Registration (Expires December 31, 2021)
- \$16,150 each USD Regular Price

**Payment Plans Available:**

Your tuition will be based on the tuition price at the time you make your down payment. At registration checkout, please use the "Payment Plan" ticket option. Upon receipt of your down payment, we will contact you by phone to arrange the remainder of your payment plan.

Payments are due as follows:

- ▶ \$575 deposit due at registration (non-refundable)
- ▶ Payment #1: 25% Due by the start of Session 1
- ▶ Payment #2: 25% Due by the start of Session 2
- ▶ Payment #3: 25% Due by the start of Session 3
- ▶ Final Payment: Balance Due by the start of Session 4

#### 4) VENUE & HOTEL - What is the travel and venue logistic information?

##### Airline Information

[The Durango-La Plata Airport](#) (Airport Code: DRO) is a full-service regional airport with over a dozen daily non-stop flights to/from [Denver International Airport \(DEN\)](#) and [Phoenix Sky Harbor International Airport \(PHX\)](#), [Dallas/Fort Worth \(DFW\)](#), as well as convenient connecting flights from over 300 U.S. cities. The Durango-La Plata Airport is located approximately 19 miles southeast of [historic downtown Durango](#) and offers service from the following airlines:

- ▶ United Express - Daily direct service from Denver, CO and Phoenix, AZ
- ▶ American Airlines - Daily direct service from Dallas/Fort Worth

##### Ground Transportation from the Durango-La Plata Airport

###### Car Rental

The following [car rental companies](#) operate at the Durango airport.

Note: Potential winter weather can make driving a challenge if you are not used to snowy conditions.

- ▶ Alamo
- ▶ Avis
- ▶ Enterprise
- ▶ Hertz
- ▶ National

###### Car Service

###### Buck Horn Limousine

Durango, Colorado

Reserve online at [www.buckhornlimousine.com](http://www.buckhornlimousine.com)

Phone: 970-769-0933

## Animas Transportation

Durango, Colorado

Reserve online at [www.animastransportation.com](http://www.animastransportation.com)

Phone: 970-769-0933

Durango Airport one-way to Purgatory Resort

## Durango Location Information

Durango is located in the southwest corner of Colorado, at the foot of the San Juan Mountains, offering a great mountain experience complete with breathtaking scenery and mountain views. The charming town offers a mixture of frontier spirit, natural beauty and friendly people. For more information about Durango, go to their official website: [www.durangogov.org](http://www.durangogov.org).

## Venue and Hotel Information

All four sessions take place at the **Being First Center for Achieving Breakthrough** in Durango, Colorado, USA. [View the Being First Center Information Sheet](#) [PDF].

Being First Center for Achieving Breakthrough  
16295 W. Hwy 160  
Durango, CO 81301

Phone: +1 (970) 385-5100

## Lodging at The Center

Lodging at the Being First Center is available on a first-come, first-served basis. Rooms range in price from \$50/night to \$175/night and are based on single/double occupancy. For more information or to reserve a room, please contact our Client Services Manager, Shawnda Gallup, by email or phone at [Shawnda@BeingFirst.com](mailto:Shawnda@BeingFirst.com) or +1 (970) 385-5100. [View the Being First Center Information Sheet](#) [PDF].

## Additional Durango Lodging

We have made special arrangements for attendees to book your lodging at a discounted price at a popular local hotel, and have provided info for two other options.

### The Strater Hotel, Historic Downtown Durango

The Strater Hotel  
699 Main Ave  
Durango, CO 81301  
[Website](#)

If you would like to stay in the heart of historic downtown Durango, about a 10-minute drive from The Center, we've made special arrangements with the historic Strater Hotel for \$99 per night, January 1 – May 5. We recommend booking as early as possible to ensure availability. A complimentary upgrade is also available at check-in if available.

### **To make your reservation at the Strater Hotel**

Please call the "Strater Club Hotline" at +1 (970) 247-4431. The phone will be answered 24 hours a day, 7 days a week.

You MUST specify that you are requesting the "**Being First**" Strater Club Rate. We recommend booking as early as possible to ensure availability. As a Being First guest, you receive the following benefits:

**Complimentary upgrade** if available. This will happen automatically to a Classic King, Deluxe Queen or Premium Queen based on availability. (This upgrade has a value of \$30-100 based on room type).

**Personal VIP welcome** by Front desk agent including a drink coupon for one complimentary beer, house wine or house cocktail in the Diamond Belle.

### **About the Strater Hotel**

Built in 1887, the historic Strater Hotel (Historic Hotel of America Founding Member) is one of the West's iconic hotels and a prominent downtown Durango, Colorado landmark located two blocks north of the Durango & Silverton Narrow Gauge Railroad, one hour from Mesa Verde National Park, several hours from the Four Corners Monument, and deep in the heart of the rugged San Juan Mountains and the San Juan Scenic Skyway. The Strater Hotel is adorned with beautiful, handcrafted woodwork, period wallpaper, and the largest collection of American Victorian walnut antiques, which are used to decorate the hotel and guestrooms. Operated for three generations by the Barker family, the Strater Hotel invites you to experience the best of the Old West and an iconic Durango, Colorado hotel.

### **Other Lodging Options in Durango**

Doubletree by Hilton  
501 Camino Del Rio,  
Durango, CO 81301

[Website](#)

Residence Inn by Marriott  
21691 Hwy 160  
Durango CO 81301

[Website](#)

## Extending Your Trip or Scheduling Activities

If you are interested in coming early or staying beyond our session, vacation arrangements and information can be made on your own, or through Gateway Reservations at +1 800-828-4228 or online at [www.gatewayreservations.com](http://www.gatewayreservations.com).

**Skiing or Snowboarding:** Remember to bring your ski wear if you are planning to ski. Ski and snow board equipment is available for rent at the resort or in town. *Note:* Please make your equipment rental reservation as far in advance as possible, at least 4 days prior to the day you plan to ski.

## What to Wear

The dress code for the program is casual attire. Remember to dress in layers. We recommend bringing a hat, gloves and scarf. Bring sunscreen and sunglasses due to the intensity of the sun at higher altitudes.

## 5) Are the in-person sessions mandatory?

Yes, all four in-person sessions are mandatory. The 4Sight program is about the *embodiment* of concepts, practices, tools, and methods – in ourselves – so it lives and breathes in us. As opposed to third-party learning, where you take an online course to learn something that you must mentally *remember*. 4Sight is first-person learning to transform your mindset, beliefs and world views from the inside out. The in-person sessions are essential for this.

On the rare occasion that a participant cannot attend one of the weeks, they are invited back to attend that week the next year at no additional tuition cost.

## 6) What are the pre-requisites?

- ▶ A minimum of five or more years of leading large-scale organizational change efforts or consulting to them
- ▶ Prior experience in personal development is a plus (i.e., therapy, yoga, meditation, self-awareness training, etc.)

## 7) How many people are usually in the program?

We keep 4Sight sessions small because the program goes so deep. Typically, each program has no more than 16 people to keep cohorts small and intensive.

## 8) I'm already a very experienced change practitioner or coach. I'm looking for the next giant step in my career/life. How can 4Sight help me discover it and get there?

First, 4Sight expands your repertoire by developing you from the inside out to help you recognize and transform any self-limiting patterns that have been

holding you back. Every person takes their learning and ways of being to the next level, guaranteed.

Second, *4Sight* teaches you a proven change process methodology that helps you navigate any size change project or transformation from start to finish. You learn the most complex parts of the change process and how to tailor the model to fit your project's needs.

Developing these personal and organizational skills and learning proven approaches to transformation enables you to confidently and successfully lead complex organizational and cultural transformations.

*Related Webinars:*

- ◆ [\*How to Grow Yourself from the Inside Out to Maximize Career Success, Personal Development and Satisfaction\*](#)
- ◆ [\*The Strategic Intelligence of Using a Common Change Methodology\*](#)

## 9) Who is *4Sight* for?

- Aspiring transformational leaders and consultants who know they need something more in their repertoires. Many graduates have worked with one of the big consulting houses and no longer want that billable-hour lifestyle and / or know something more is needed for their work to have the most powerful and lasting impact.
- Change project leaders and/or sponsors who recognize that something more is required for their initiatives to be successful...and they may have ideas, but don't yet know how to implement them.
- Leaders with:
  - **Interest** in organization and culture transformation and achieving breakthrough outcomes
  - **Experience** in personal growth, development and consciousness and want to take their expertise into organizations and the communities they serve
  - **Yearning** for a community of like-minded practitioners who can blend both advanced change leadership knowledge and a conscious way of being
  - **Passion** about making a real difference around social and economic justice and environmental sustainability and want to have a more significant and profound impact.



**10) I'm already certified in either Project Management, Agile, Continuous Improvement, LEAN Six Sigma, Organization Development, or Change Management... will 4Sight help me expand on any of these capabilities? In what ways?**

4Sight teaches [The Change Leader's Roadmap \(CLR\) process methodology](#) and explores its most complex phases in great depth.

The CLR is a navigation system and thinking discipline for leading all types and magnitudes of change and transformation. It is unique in that it embeds the essential personal work with the organization change work, so that it goes beyond any of the approaches listed above. It is useful to compare the models so that the work you already do well can be expanded and advanced for you to be more successful and engaged earlier and more thoroughly in the change projects you serve or lead.

In addition, the CLR begins with the first inclination that a change is needed and concludes when sustained business benefits are achieved. It supports you to design the change process from start to finish so that you can ensure all critical dynamics are being integrated into your strategy and plans and attended masterfully during the entire lifecycle of the change.

**11) Are there continuing education credits available?**

Yes, the 4Sight program is recognized by the Association for Change Management Professionals (ACMP) as a Qualified Education Provider™ (QEP™) course that aligns with the ACMP's Standard for Change Management® and adult education best practices.

Graduates of 4Sight receive 60 hours of professional development units (PDUs) towards their Certified Change Management Professional (CCMP™) credentialing.

**12) How would the person I report to benefit by me attending 4Sight? Will this help me work better with executives and other senior leaders?**

You will be better able to help the leaders of your organization and your clients develop a fuller understanding of the unique requirements of leading transformational change successfully, a common language and an integrated methodology that ensures successful and sustainable organizational and cultural transformations. You'll have the skills to help get leaders aligned and keep them working towards their shared goals, so the transformation actually sticks. You will be able to speed up and reduce the cost of change as well as minimize multiple "re-do's" so prevalent in change today.

By learning and applying the Breakthrough Process approach that 4Sight teaches, you will be able to align the entire organization towards a common vision and confidently engage leaders to effectively design, plan, execute and course correct the transformational process to realize that vision.

*Related Webinars:*

- ◆ [Integrating Culture Change In Project Scope, Design and Roll-Out](#)
- ◆ [The Upstream Stage of Leading Organizational Change: Project Launch](#)
- ◆ [Scales of Breakthrough: Personal, Team, Organizational, Communities](#)

### 13) What are the "4 Sights" that I will learn?

- **Seeing Systems** - How parts interact to impact each other and the whole organization
  - **Seeing Process** - How actions and events unfold over time to impact each other and results
  - **Seeing Both Internal and External Realities** - How the inner human dynamics of mindset, emotion, and culture impact external results, and vice-versa
  - **Seeing Consciously** - Being consciously aware and operating from choice (Being) rather than from unconscious or habitual behaviors or worldviews (Ego)
- ◆ [Related Webinar: How Conscious Change Leadership Ensures Achieving Breakthrough Results](#)

### 14) Is there design thinking or other bodies of work in your approach?

The foundational principles of design thinking are very much alive in 4Sight and this body of work. You could say the same thing about foundational principles for things like Agile, change management, project management, integral theory, etc. There are many "universal laws" that are alive in many different methods. However, we don't talk about them specifically, because others are driving that development. We are not attached to labels. We are most interested in 4Sight graduates getting the concepts in their cells. We teach our students how to integrate and use the models in real-time, as opposed to just reading about it from a page in a book.

### 15) What is the investment of my time this program will take?

The truth is, the more you put into your development process, the more you will get from it. 4Sight is not a program you attend and then go home and forget about until the next session. During its five months, you will be on a

transformative journey, using the personal and organizational tools we teach you in your daily lives. It's up to you how deeply you practice them.. We don't push and never judge; we are here to support you in your process, throughout those five months and beyond. To help you better understand the minimum of your time investment, we've included the program requirements below:

➤ **Pre-work:**

- ◆ Read [\*Beyond Change Management\*](#) and [\*The Change Leader's Roadmap\*](#) books
    - From your reading, become conversant with the following Foundational Models for in-depth discussions during the first session:
      - Three Focus Areas in Leading Change: Content, People, and Process
      - Three Types of Change: Development, Transition, and Transformation
      - Become familiar with The Change Leader's Roadmap Methodology (CLRM), so we can spend our time together, helping you expand and deepen your understanding.
      - Come prepared to communicate the logic flow of the CLR's nine phases and activities, including knowledge of sequence and each phase's purpose.
  - ◆ Watch (2) 90-minute webinars on the foundations of Leading transformation and an introduction to the phases of the Change Leader's Roadmap Methodology
  - ◆ Complete (1) Online Assessment (Approx. 45-60 minutes.)
  - ◆ Complete (1) Personal Questionnaire (Consists of 9-questions)
  - ◆ Complete (1) 75-minute telephone coaching call sometime during the first two weeks of January to determine your personal Breakthrough
- **In-Person Sessions:**
- ◆ 20 Days of in-person training sessions in Durango
- **Work Between Sessions:**
- ◆ Various homework including books, videos, personal record keeping and bi-weekly calls with your peer coach. (Approx. 4-5 hours total time)

## 16) What happens after I graduate 4Sight?

All 4Sight graduates are part of a global community of Alumni that continues their development through various Alumni events.

As a 4Sight graduate you are invited to opt into the international Being First Guild of Advanced Conscious Change Leaders and Consultants. This organized community is designed to further develop its members. It consists of experienced leaders and consultants in transformation from around the world. Each person in the Guild opts in for a year, but we intend for their ongoing participation for at

least five years. As a member, you will have ongoing access to monthly development sessions with Dean, Linda and /or Andrew, plus a pool of resources to help you further your development and sell larger transformational projects on which to be developed with support from being First. Here is more information on the Guild:

## ABOUT THE BEING FIRST GUILD

### Purpose

The purpose of the Guild is to serve humanity's conscious evolution.

### Vision

Our vision is a world where people, organizations and communities know how to transform, are consciously evolving together, and are continually generating breakthroughs that deliver greater empowerment of people, social and economic justice, and environmental health and sustainability.

### Mission

The Guild's mission is to develop *Conscious Change Leaders and Consultants* who can deploy Being First's *System of Transformation* and its services to facilitate personal, organizational, community and planetary transformation - and the conscious evolution of humankind.

### Our Primary Stand in the World

We believe all things are possible when we are awake, connected to Source and work together co-creatively. We believe that transforming and achieving breakthrough in any human activity at any scale is possible when people put their Beings first and do the work of personal transformation. This expands our collective perspective to see more of Reality, reveals solutions to complex challenges and how to co-create their implementation.

### Our Promise

The Being First Guild promises to clients that if they Do the Work and apply our Approach and System of Transformation, they will transform to achieve breakthroughs in culture, leadership, performance and results.

### Guiding Principle

*We walk our talk.* In the Guild, we live the principles and practices that we teach.

### Our Community

The Guild is a co-creative, 2<sup>nd</sup> Tier community of professionals who are awake, self-aware and ever evolving. We are trail blazers, with strategic minds, compassionate hearts and skilled hands, doing our Life's work of serving planetary transformation.

We are fun-loving, alive and energetic, and have meaningful relationships with each other. We are connected to Source, walk or own talk, and put our Being firsts in everything we do. We are co-creators.

## **A Culture of Development**

As a 2<sup>nd</sup> Tier, co-creative organization, we provide input and feedback to each other as appropriate in healthy and constructive ways. This helps us all grow and develop. We do not complain to 3<sup>rd</sup> parties about each other or system dynamics. Rather, we communicate directly with the person with which we have feedback or who can resolve an issue. This is a non-negotiable requirement of Guild membership and honors the fact that this is a foundation of a healthy 2<sup>nd</sup> Tier organization devoted to development. Members who cannot abide by this fundamental ground rule will be asked to leave the Guild.

If interpersonal issues occur that cannot be resolved between individual members, then the members will ask another member or the Guild Rep for support. If any behavior is especially egregious, or an occurrence is damaging to the Guild, the Being First brand or of an ethical nature, then the member shall take the issue directly to a Being First partner.

Annually, we will collectively evaluate ourselves. We will assess whether we are on track against our desired outcomes and measures of success, and whether we are living and modeling our desired mindsets, behavior and culture. We will also determine how we might need to up-level our strategic and operational systems. We will collectively ensure that we implement any actions emerging from this evaluation.

### **17) I still have questions. Is there someone I can speak to?**

Yes, please give us a call at +1 970-385-5100 between the hours of 9am and 5pm, Mountain Standard Time, Monday – Friday or email us at [Info@BeingFirst.com](mailto:Info@BeingFirst.com) We are happy to discuss your participation further!

[Download Syllabus](#)

[Enroll Now](#)