**BLOCKS**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Insufficient adaptable MARKETING MATERIALS diminish strong national ToP Brand** | **The ICA/ ToP Network partnership is cumbersome, confusing, and leads to Unclear processes of quality review, evaluation and adaptation in course delivery** | **The investment required to complete the TRAINER JOURNEY is a disincentive to potential new trainers** | **Low registration numbers raise questions of economic viability** | **Course pricing and trainer requirements makes training unsustainable for many** | **The time and effort required to provide a public course leads to some saying they DON'T HAVE THE ENERGY TO DO IT** | **The USA ToP Trainer pool, made up primarily of independent practitioners, leads to DIS-CONNECTION/**  **COMPETITION AMONG TRAINERS** | **The ICA REGISTRATION WEBSITE and processes are inefficient in the eyes of some registrars** | **ICAS ROLE IN THE PAST, PRESENT AND FUTURE OF TOP TRAINING is unclear, and inhibits a strong partnership.** |
| I am new at this and need to increase my ability to market and sell the methods.  Insufficient adaptable marketing materials that could provide a consistent brand to my target markets.  Marketing courses is not my strength.  National marketing and sales. If it is true this TFM course is the" best course I have ever taken" why aren't people beating down the doors to take it. There is a disconnect that I don't understand  There is no effective national marketing strategy  There is no significant or meaningful marketing done by the ICA USA to reach NEW clients. There are requests to get input from trainers about marketing, but NOTHING is done. Very frustrating. Too many times the message of "here is a new initiative this year, wait and see what we do..." with no real outcome.  time to market, outside of current job  Unprofessional branding of ToP methods (especially the embarrassing ICA memberclicks website) that inhibits the methods from being perceived as high quality, cutting edge, modern, etc. Even just the fact that the URL is a subdomain make it look unprofessional.  the larger marketing strategy deployed by ICA to brand ToP and promote it and make it better known.  ToP info difficult to find in ICA web site  We are not effective at "cold selling" of ToP training  Would like access to effective promotional material  The methods are not as well-known as I would like them to be. When I introduce training in a new area I have to first educate people about the benefits of the methods in order to get their interest in attending the training.  more resources dedicated to effective marketing  The only ICA marketing effort other than the website is the monthly postcard for which I'm grateful.  We could use some national visibility with a web site of our own and some more central marketing | There is still know trainers notes for the new ToP student book.  Conciliation course is virtually inaccessible to us; completely infeasible, economically, and weak in terms of updated, relevant curriculum.  attention spans. clients think spending two days concentrated on one thing is a huge commitment of time. they hardly stay focused for an hour on any task. sign of the times.  Very dense 2-day training agenda  Modifications to courses are perceived as a counter to the 'national standard' and therefore not supported so need to be done as a 'local only' course. Wouldn't it be wonderful to support local "uniqueness"?  There are areas in the new TFM manual that need to be changed. There is no systematic process for getting input in to do so.  Outdated TSP manual - needs a fresh look.  We need to do a better collective job at systemic evaluation and quality program improvement.  No breaks but a quick lunch through entire day. No time for self care. | The rigor of the CTF program is valuable and it is also a barrier to qualifying new ToP trainers. Yes, apprentices should definitely have field experience with the methods in order to be qualified to teach them, but this should be dealt with between the Mentor and the Apprentice, not by imposing a regimented program like the CTF. It is a wonderful program but should not be a barrier to bringing on new trainers. We are losing over a third of our ToP trainers in the next few years; many of them are Mentors. If it takes someone several years to become a CTF and we don't have enough Mentors to pass the baton or enough Qualified ToP Trainers to pick it up, we might have a shaky future. How many trainers have we Qualified in the past three years? Not many I suspect. Where is our next round of Mentors going to come from?  Finding people interested in taking the long journey to become certified and then a trainer  Time is running out to make a significant shift to create an ongoing and functional way to grow trainers especially in top deserts.  Mentorship model needs to die. It was a lovely idea, but it doesn't work and can ruin relationships and our business. It's based in a scarcity model.  Getting opportunities to get experience to be credentialed to train  Training 10 times before being compensated as an apprentice trainer with some qualified trainers | It is difficult to begin a new training program in my geographic area however it seems like my partner and I may have exhausted much of the area in which we have been providing trainings. Attendance is falling every year  Filling courses - we had to cancel 4 courses for lack of enrollment this year  I live in a rural, relatively poor area and the courses are simply too expensive for many organizations.  It is difficult to recruit and fill public courses. One must develop and maintain a large "potential customer" database to market to.  Low course enrollment  Perception that ToP courses are too costly. They see value only after they've taken a course  high cost (for small non-profits)  Getting folks signed up for public courses  Geographic recognition of ToP in my region  Geographic opportunities to train in my region | Financial model requires 2 trainers. Creates classes to be canceled that would have not been cancelled if one trainer could do the class.  Course pricing has not gone up for many years. (I have no idea when the last time was that there was a course price increase, beyond the $20 for the new TFM manuals.) We do not control the pricing at a local level. This means we are boxed in for pricing, boxed in for course content, need to support national standards but local flexibility is not supported  It is difficult to ensure adequate income to continue to do this although it is my chosen profession.  I have no idea once I'm a QT how to access being able to teach other courses without thousands of dollars in investment, with no guaranteed return on investment  Rising costs.  I think asking a lot of questions about economic sustainability might be missing the point. If I had to make a living off of ToP training, I could never do it. It would require a completely different marketing and business strategy than the one in place with ICA and through the ToP Network.  Hands down – low pricing of training or rigidity of pricing. Very low for corporate clients. A little low but closer to the right price for public sector. A little high for nonprofit trainees.  The pricing being below going market rate for comparable types of training | It's not my primary focus. I only train when opportunities arise that fit in my schedule-- I'm not often seeking opportunities to schedule, promote, and provide trainings on my own.  My age, energy, and waning interest  I have another career.  My ability to put in that much energy for two days.  Having an apprentice trainers help with all of the above but not enough to make the work any less demanding  Ready to retire  The time it takes to setup, tear down, and run the course makes the pay less than desirable for the amount of work  Finding an ideal location for trainings  Finding quality venues without proper funding to support the spaces | I'm over it now, but not being able to bring together a cohesive team of Mentor trainers in our area has been a source of pain for me. The attitude expressed by the local senior Mentor ToP trainer is that we are not a team; we are nothing more than friendly competitors. It breaks my heart and I hope this attitude is not prevalent in other areas.  Our USA system of independent trainers who can be in competition with each other if the trainers do not collaborate  Not having personal connections with trainers outside of my area.  Being alone. My ToP trainer colleagues are 3.5 hours away, I'm the only one in my area.  I've stepped away from participation in the network due to the unpleasant interactions I've had with xxxxx. I am looking forward to new leadership.  Competition within markets to develop other trainers (who essentially are competitors if not collaborators)  Significant differences in training across the USA, what you get in one zone may not be the same in another | The time it takes to deal with a person trying to do multiple registrations (creates havoc) and off-line credit card payments/checks which have not been applied to our participants in a time manner. I've spent hours of time trying to track down if participants have paid - HOURS. Now that Sharon is doing this work I think that life will be easier. | There are differences of understanding if top fundamentals between the " old ones" which makes clarity around the foundational theory behind the method which becomes a distraction and complicates decision making about what is necessary to know as a trainer. The foundational theory needs to get clarified and shared among all trainers.  ICA holds the trademark for the ToP training, yet ICA does not do much to support ToP training as a part of their mission. ToP training seems to be a remnant from past historical relationships. Would ICA continue to be involved with ToP training if they did not get revenue from the seat fees and manuals? It is not apparent to me that they would. |

reg