

## PRESS RELEASE

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### **CALLAHAN ACADEMY ANNOUNCES FIRST POSSIBILITY TRAINER PROGRAM WORLDWIDE**

“There is a big confusion these days between the profession of Educator and the profession of Trainer,” says Mr. Clinton Callahan, German based American, director of Callahan Academy, and founder of Possibility Management. *“Educators provide explanations and information in classes where people learn how to do what is already known. Trainers provide possibilities in trainings where people gain abilities to innovate ways to do what is not yet known.”*

“If you suspect that you are educating and you want to be training,” Callahan says, “you can change this. If your true personal mission is to serve humanity as a Trainer then it is also your personal responsibility to get yourself properly trained. Your clients can only go as far as you can go. This makes it a Trainer’s job to go first. *No other profession wants to or is able to do what Trainers are supposed to do.*”

Traditionally, managers faced projects and thought, “I have to already know how to solve these problems.” Today, what managers already know is not sufficient for solving problems that never existed before. Managers have to take a leap to deal with the unknown, and Trainers have a new responsibility: to amplify a manager’s unique capabilities to bring together the diverse intelligences of his or her team and use their intelligence resources to create the needed results. The manager does not already have to have the answers. The manager needs experience in how to direct his or her team to innovate new approaches. It is a new game for managers, so it is also a new game for Trainers. A Trainer’s job is to bring extraordinary possibilities to managers so that managers can create extraordinary results with their team.

To provide the advanced skills needed for professional trainers, coaches and consultants, Callahan is opening Possibility Trainer Certification. The flexible program starts January 2006 and requires 30 training days in three- or five-day Trainer Labs over a period of about 2 years. The program includes study materials, homework challenges, peer coaching, and many steps of personal development experience. Callahan explains, “In order for a Trainer to increase the participants’ ability to innovate the trainer must themselves be connected to the source of possibility.”

Possibility Trainer Labs meet the requests of in-house trainers, coaches and consultants seeking further development after they have already taken the usual courses. HR staff in midsize to larger companies will find the course contents particularly useful especially in innovation driven industries such as finance, technology, pharmaceuticals and IT. Callahan Academy provides manager development and sales training solutions for companies such as Daimler Chrysler, Deutsche Bank, IBM, Deutsche Telekom, and Computer Sciences Corporations.

Clinton Callahan founded Possibility Management in 1974. For twenty-four years he researched new approaches with small teams of people and now delivers authentic trainer skills with clarity, vitality and wit. Since 1998 Mr. Callahan has been training leaders, managers and entrepreneurs how to use Possibility Management for greater effectivity and success. Thousands of people use the powerful new tools and techniques of Possibility Management and New Meeting Technologies.

Mr. Callahan’s book Abenteuer Denken, ISBN: 3-934719-16-3, is going into its second printing next spring. The book is available through [www.amazon.de](http://www.amazon.de) or your favorite bookstore. Callahan Academy offices are located in Munich, 089-74949473, [www.callahan-academy.com](http://www.callahan-academy.com).

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