

## PRESS RELEASE

9 March 2006

Marion Krause – Callahan Academy GmbH – 089-74949473 – [marion@callahan-academy.com](mailto:marion@callahan-academy.com)

### FIRST POSSIBILITY TRAINERS QUALIFIED TO LEAD *EXPAND THE BOX*

(Augsburg) For the first time since the original *Expand The Box* training was delivered in Hamburg in 1998 assistant Possibility Trainers lead training sessions solo. Wolfgang Köhler from Frankfurt and Marion Krause from Munich made this trainer breakthrough during the three-day *Expand The Box* training near Augsburg 17-19 February. "This is great news because it proves that it can be done!" says Clinton Callahan, founder of Possibility Management, business leader of Callahan Academy GmbH, author of *Abenteuer Denken*, and head of Possibility Trainer certification.

"I am very proud of these two trainers. They have worked hard and accomplished a very difficult goal," says Callahan. "The most challenging aspect of leading an *Expand The Box* training is creating a protected workspace where participants can directly experience that extraordinary learning is possible." Callahan reports further, "We intend to certify 200 Possibility Trainers across Germany in the next three years. We call this Der Kompetenz Multiplikator-Effekt. Each new competence gained by a trainer is reproduced in 500 managers over the next few years. By proving that trainers can learn and implement Possibility Trainer skills we have achieved a significant check point in our preparations for Der Kompetenz Multiplikator-Effekt."

The "Box" referred to in *Expand The Box* trainings is the defense strategy each person develops during childhood for best coping with life circumstances. Over years of use the habitual thinking and emotional patterns fade into unconsciousness and solidify into a Box that filters and controls what can be perceived and what can be expressed. The Box is strong enough to shape personality, lifestyle, and job performance. To create any lasting change in behavior the Box must change first.

The return on investment for trainings is changed behavior of the participants. That is, if managers attend a training and do not start doing things differently when they return then the training money was wasted. Knowing about the Box is crucial for HR managers who work under the constraints of restricted budgets and who still wish to increase the effectiveness of leadership and management in the company.

Compared to other leadership trainings, Possibility Management does not intend to decipher or to analyze. Instead of describing situations, Possibility Management focuses on creating new ones. This means zooming in on things not usually talked about. The resultant unexpected clarity ignites so much inspiration in participants that it is practically impossible not to practice what you learned the very moment you walk out of the training room.

Trainers who attend the approximately two-year Possibility Trainer certification will still continue to deliver their own trainings. With every single training their ability to empower managers and leaders is augmented by the tools and techniques of Possibility Management.

"It is already happening," says Callahan. "The first Trainer Lab was in January, and several trainers from the program have reported receiving very positive feedback from their clients about the improved effectiveness of their trainings." All this starts with *Expand The Box*.

For information about Possibility Trainer certification please contact Clinton Callahan by telephone: +49-(0)89-74949473, or by email: [clinton@callahan-academy.com](mailto:clinton@callahan-academy.com). To support Der Kompetenz Multiplikator-Effekt please contact Helmut Langen by telephone: +49-(0)6201-64894 or by email: [helmut@callahan-academy.com](mailto:helmut@callahan-academy.com). General information [www.callahan-academy.com](http://www.callahan-academy.com).

---

For photos, interviews or further information, write to [info@callahan-academy.com](mailto:info@callahan-academy.com), or call the Munich based Academy at 089-74949473. Please send copies of any publication to Callahan Academy GmbH, Gistlstr. 155a, D-82049, Pullach. Thank you.