

An Exciting New Way Into **COMMUNICATION**



iMA

A colour based universal language designed to help companies Connect with employees and clients.

- Simple
- Goes Deep
- Universal Applications:
- Global Reach

iMA Accredited Practitioners all have a high level of expertise in a specific area, that when combined with **iMA technology** creates a unique and specialised practice that differentiates them from their competitors.



Accredited iMA Practitioner:

- Create a unique brand identity
- Gain permission to interact with ever increasing numbers
- Endless opportunities to engage
- Gain a competitive edge

iMA Practitioners are trained to:

- Teach people how to communicate more effectively using iMA
- Competently present iMA to clients; 121 and in groups
- Use iMA technology to get and keep customers
- Given the license and marketing tools that you need to present it
- Practitioners receive: 12 hours (4 sessions @ approx 3 hours) in depth training on iMA principles fundamentals and concepts
- Written recap of course content for ready reference
- Marketing and presentation tools
- Ongoing support and membership into a community of **iMA Practitioners across the globe**

iMA Strategies Include:

- Connecting
- Communication
- Selling
- Team building
- Relationship
- Dream weaving

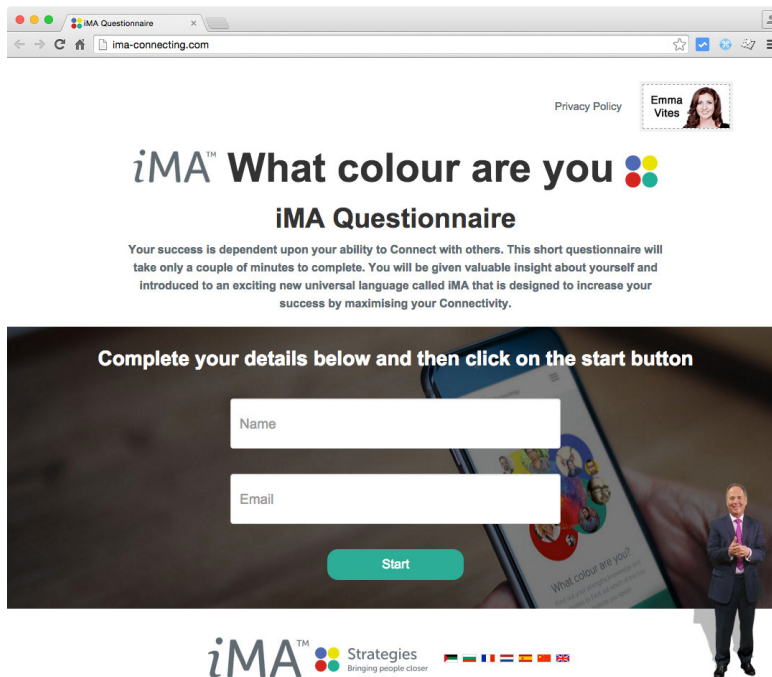
iMA Proprietary Technology



iMA Technology enables Practitioners to gain a competitive edge and an inside Connection.

- Take the pain out of prospecting
- Multiply your connections and your sales
- Continually open new doors
- Cut through technological barriers
- Dissolve high tech freeze out
- Gain access to the people who have the power to say “yes!

iMA Algorithm



- ✓ An Exciting New Way Into Communication
- ✓ Communicate and Connect with ever increasing numbers
- ✓ Designed to advertise itself without an advertising budget

People learn about themselves and others, about you and iMA

- Word of mouth is the driver
- It's free
- People share it for its Practical Value
- Spreading awareness and influencing others to try it
- People talk about it and send it to friends and associates.....
- Giving them social currency

iMA Audit



Strategy to help companies understand, relate to, engage and work with people better:

- Identify people who are the best fit for an organization
- Significantly reduce staff turnover, and increase the likelihood that applicants will be long-term employees.
- Spot internal and external talent
- Predict patterns of employee behaviour
- Create new and highly interactive relationships between a business, and it's employees
- Deal with employees as individuals
- How to create moments of magic
- How to avoid moments of misery

There is little difference in people, but those differences make a big difference. Learn how to make those differences work for you rather than against you. Ask me about becoming an Accredited iMA Practitioner. james@iMAstrategies.com

All the best

James Knight

iMA creator and Master Practitioner

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P.S. iMA High Yellow!

What colour are you?

If you don't know, find out here <http://iMAhigh.com>