

# **THE STORY OF ADVANCED COACHING AND LEADERSHIP CENTER**

The Advanced Coaching and Leadership Center has accomplished phenomenal results through seminars, training courses, and one-on-one coaching delivered by our specially trained facilitators. The powerful techniques and procedures we use and teach cause major upward identity and paradigm shifts for our students and clients, empowering them to better achieve what they want in their career, in their relationships, and in their lives.

This amazing technology was introduced to the business world in 1965 by Alan C. Walter after he completed seven years of extensive study, research, and practice in the field of human motivation. Mr. Walter's early research and development in the techniques of upward identity and paradigm shifting has taken him across Australia to Europe, then to the United States where, in May, 1965 in Dallas, Texas, he founded "Power Leadership International".

Using the techniques he'd discovered, Mr. Walter began delivering seminars, training, and consulting to companies and individuals; demand for his knowledge soared. This demand has taken him to such places as London, Paris, Rome, Copenhagen, Casablanca, Mexico City, Manila, Tokyo, Zurich, Sydney, Melbourne, Toronto, and most of the principal cities in the United States. In the years that followed the founding of Power Leadership, Mr. Walter oversaw the consulting and training of the employees of more than fifty major companies in the U.S. and numerous international companies. These included clients from such major concerns as:

Welsch Flatness & Lutz - St. Louis  
PrimeCo - Dallas  
Madame X Graphics - Dallas  
Neighbors Coffee - Dallas  
Around Your Neck - Dallas  
Kleberg & Head, Corpus Christi, TX  
Merrill Lynch - New York  
Prescott, Ball and Turbin - New York  
Tenneco - Houston  
I.B.M.  
Marrelco - Manila  
Tubourg Brewing - Copenhagen  
AT&T - U.S.  
President's Health Clubs - Dallas  
Tennessee Life - Houston  
E. F. Hutton - New York  
Dallas Chamber of Commerce  
Arby's - Omaha  
The Blossom Shop - El Paso  
Security Pacific Bank - Los Angeles  
Wells Fargo Bank - Los Angeles  
Church's Fried Chicken - San Antonio  
American Airlines - Dallas  
KVIL - Dallas  
Inner Hills Community College  
Waddell and Reed  
Medema Homes  
Burnsville Community College  
Richardson Greenshields - Calgary, Canada

A & E Television Networks, New York  
Rexall Showcase, Int.  
Citizens Communications - Dallas  
GenuiNet - Dallas  
Dallas Independent School District  
Niche Technologists  
Blunt, Ellis and Leow  
Peat, Marwick, and Mitchell  
Dane - Bosworth  
Piper, Jaffrey, & Hopwood  
Advertising Specialties, Inc.  
Century 21  
E.R.A.  
Offerman Securities  
Amway  
M.C.I.  
R.C.A.  
American Leisure Industries  
Longman Financial Services Schools  
Lehman Brothers  
Shearson American Express  
Wilson Learning Centers  
Continental Homes  
Prudential, Bache  
Farmers Insurance Group  
All State Insurance  
Dean Witter  
Paine, Webber, Jackson, Curtiss  
Kidder, Peabody

Still maintaining his extensive research, consulting and training schedule, Mr. Walter began writing up his discoveries in 1975; he has written twelve books, forty booklets and training manuals, and has made over 350 video-taped lectures on his findings.

This continuing research produced many new breakthroughs in the techniques of upward paradigm shifting. These paradigm shifting techniques were so dramatically improved in scope, speed and results that the paradigm of the company also shifted. In 1990, the corporate structure of Power Leadership International shifted and expanded. The paradigm shifting techniques, marketing and services-delivery company became THE ADVANCED COACHING AND LEADERSHIP CENTER.

Power Leadership International continues to focus on delivering individual coaching, training courses, and workshops for individuals and businesses; The Advanced Coaching and Leadership Center was formed to greatly expand the training and consulting of the general public on an individual and group basis; and the Advanced Leadership Center, Inc. was formed to train professional practitioners of the technology.

## **ADVANCED COACHING AND LEADERSHIP CENTER'S TRAINING PHILOSOPHY**

Advanced Coaching and Leadership Center's unique training techniques are the exact opposite of most educational and motivational techniques in use today. As Mr. Walter stated: *"More than forty years of consulting and training individuals has driven home to me that the majority of self-enhancement workshops, seminars, and books are, in many cases, ineffective in producing lasting results. It is of vital importance that we understand the reason for this.*

*Nearly all methods of education and self-enhancement are based on the positive-attitude approach of 'Give them more knowledge'. This is a 'pile it on top of' technique that will produce only limited or temporary success.*

*We can trace this back to 400 BC, when Aristotle stated: "The mind is a clean tablet upon which experience writes." In the beginning, at least, this proved true. However, experience has its say. Every experience, whether negative or positive, is inscribed on that tablet (slate), and unless it is cleaned off from time to time for new programs to be written on it, the slate eventually becomes so muddled with information and misinformation that a basic law of physics takes hold: No two things can occupy the same place at the same time.*

*In many cases, a piece of inaccurate knowledge or knowledge connected to a painful experience occupies a place in the mind. When an accurate piece of information, such as new or helpful knowledge, tries to enter the mind, it will be working against that basic law of physics and will be rejected because the earlier, inaccurate piece of knowledge or pain is in its place. This often is the case when 'pile it on top of' techniques are introduced to the individual. The information may be good, but the individual already has something that is contradictory or painful written on the slate. The individual exposed to this new area simply will not be able to think in the area, as seen by the inability to apply or implement that knowledge."*

One of the premises that Mr. Walter's research is based upon is that man, in his optimum state, is incapable of error. If man's mind were a totally clean slate, he would search out and find the knowledge he needed to accomplish that which he desired. To help man achieve that state, Mr. Walter devised an incredibly powerful method to assist the individual in cleaning the inaccurate or painful dirty slates. When those slates have been cleaned, the individual may then choose specifically the knowledge and information he wants on that slate. With this clear information, he may operate his life knowingly, and direct it to achieve his WANTS, dreams and aspirations.