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## **PROFESSIONAL USERS**

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Professionals and executives who want to use KBA's model and tools, especially the eBTSA, to help them guide or lead others better, work with KBA as either KBA Licensees or KBA Affiliates. The Benziger Model and Tools add to the professional's existing skill and experience package to make him or her more effective. People who choose to add the eBTSA to their tool kit tend to be:

- CEO's
- HR Professionals
- Career Counselors
- Individual and Family Therapists
- Teachers & Educational Consultants
- Wellness Professionals
- Life and Career Coaches

### Affiliates:

Professionals who want to add the BTSA and Benziger Model to their services, but do not have a sufficiently large number of clients to justify their investment in a 4-day training, become KBA Affiliates by completing KBA's home-study course and open book test on the eBTSA.

### Licensees:

Professionals who will be profiling 50 or more persons a year - as a coach or in workshops - will want to train as KBA Licensees. This is accomplished by attending KBA's 5-day Licensing Workshop.