



## **Module Nine**

### **Enhanced Communications for Business Leaders**

#### ***Positioning:***

Human resources represent the highest cost in most company P&L accounts. This programme focuses on how to maximise production from direct and indirect reports to achieve the company's goals in a cost effective manner.

#### ***Background:***

At all levels of business, people are required to persuade others, both internal and external, to take action in one form or another. When persuading, motivating or instructing others the extent of their compliance depends on not just what we say but on how we say it and the body language we use.

Enhanced Communication has been the subject of considerable research. The make up of the human psyche is highly complex, and most people do not know what makes themselves tick, let alone others.

The importance of how to recognise what makes people tick and how to adjust our approach towards them in order to influence them most is the subject of Enhanced Communication. Many companies are having to seek new ways to sell more in a competitive environment or to get more out of their people in an effort to keep costs under control, which is the reason why Enhanced Communication linked to behavioural science is now high on their agendas.

Conflict between people often arises through a lack of understanding of why people react in different ways to the same stimulus. This conflict seriously reduces output and increases staff turnover, both of which decrease substantially the return on their costs.

Understanding and recognising the make up of people substantially assists those attempting to influence them with the ability to vary their ways of communicating to maximise results. This know how is an output of Enhanced Communication training.

#### ***Deliverables:***

- Enables those responsible for influencing others to understand how to recognise the motivations, beliefs and behaviours of the four main categories of people in the DISC model profile
- Enables those responsible for employment to profile against particular criteria to select those people best suited to particular roles, to the joint benefit of the organisation and the employee
- Enables those responsible for sales revenues to recognise how best to represent win / win proposals in either overview or detail to prospects, and to be able to build rapport with them, taking account of the way they perceive and react to life
- Enables delegates to understand the principles of motivation and process management in order to maximise production from human resources



### ***Contents:***

- The characteristics of an ideal leader
- Beliefs, values and habits of the four main profile groups
- Recognising the behaviours, beliefs and characteristics of the four main profile groups in order to customise our approach to them to maximum effect
- Recognition of the main receptor mechanisms used by people – visual, verbal, kinaesthetic
- Self diagnostics
- People's behaviour and reasons
- The process of communications
- Building rapport
- Getting the best out of human resources
- Motivating and coaching techniques
- Where communication fits into business development
- Role plays and projects

### ***Who Should Attend?***

- The programme is aimed at operational business Directors and Managers, Sales Directors and Managers, and all senior level personnel with direct reports
- Sales promotion and marketing executives, where direct selling is the principle means of communication
- This is a highly motivational module using some of the latest contents of NLP (Neuro Linguistic Programming) and extensive research by universities, lecturers and scientists towards the pursuit of personal and team excellence in delivering bottom line results