EVOLUTION U
Business Psychology for a Better You™

Persuasion & Influence Business Suite

2023 Course Outlines

Language & Communication

Persuasion & Influence

Sales Effectiveness

Executive Negotiation

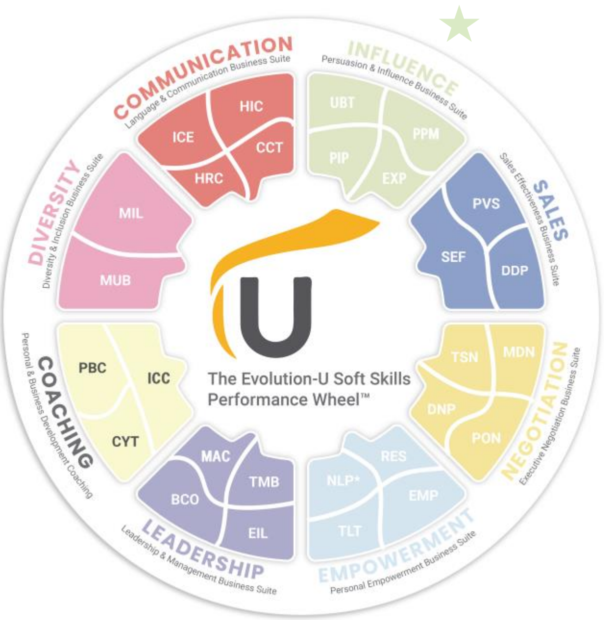
Leadership &Management

Personal & Business Coaching

Personal Empowerment

Diversity & Inclusion

Our Courses: The Soft Skills Performance Wheel ™



"A focused offering of engaging soft skills trainings, providing usable tools for better and measurable performance praised by our Clients"

The **Evolution-U Business Suites** are comprised of approximately 30 unique executive training courses containing 200+ unique modules drawing on best of breed business psychology and NLP applications which we have selected and formatted to deliver focused, results driven content.

[1] NLP courses: NLP Certification, NLP Fundamentals and NLP in Business

Persuasion & Influence Business Suite

The Evolution-U Persuasion & Influence Business Suite is a comprehensive series of trainings designed to create behavioural change across teams and individuals that positively impact organisational productivity, client interactions, team dynamics and staff retention.

Persuasion & Influence Psychology (PIP) is based on the research of world renowned psychologist Dr. Robert Cialdini and his findings on creating contrast and the 'six underlying principles of persuasion'.
This course is available in virtual keynote, one day or two-day modules for up to 12 people. Additional participants quoted upon request.
Level: Advanced.

Understanding and Building Trust (UBT) delivers a detailed analysis of trusted advisor methodology giving many tools for becoming a trusted advisor and developing deep business relationships.
This course is available in keynote, half day and full day modules for up to 12 people. Additional participants quoted upon request.
Level: Foundation.

Personality Profiling (PPM) is advanced content based on NLP research in the field of psychometric profiling and how to apply the principles in management, team leading, sales and interviewing.
This course is available in keynote, one day or two-day modules, for up to 12 people. Additional participants quoted upon request.
Level: Expert.

Executive Presence and Personal Branding (EXP)
Executive Presence (EP) is critical for career progression and in leadership. This half day masterclass covers the key variables of EP and Personal Branding that will allow participants to position their future career path with confidence and strategy.
This course is available in half day module for up to 12 people. Additional participants quoted upon request.
Level: Foundation-Advance.

All courses can be taken independently of each other, there are no prerequisites for any of these trainings.

PPM is advanced content targeting middle to senior executives and participants would benefit from first attending the ICE module of the Evolution-U Language and Communication Business Suite.

All courses include instructor led presentation, group exercises and role plays. Participants will be expected to contribute actively in class and apply the theory taught to the role plays.

Persuasion and Influence Psychology (PIP)

Course Outline

This training is based on the research of world leading business psychologist Dr. Robert Cialdini. Over 30 years of research have uncovered six underlying principles of persuasion which govern whether we receive a 'Yes' or a 'No' to our requests. These principles can be applied in all areas of business, social or personal life where increased influence would be of benefit. Whether you have an external client or internal stakeholder facing role, need to influence management or team members, a detailed understanding of the principles taught in this course can change your outcomes.

Learning Objectives

By taking this course, participants will:

- Learn the decision triggers and discuss the ethics of persuasion.
- Discuss three different approaches to using persuasion
- Utilise the principle of contrast in any influencing situation.
- Learn the 4-step approach to utilising persuasion. Understand the six principles of persuasion, identify which naturally exist in any influencing situation, and utilise them in an effective and ethical way.
- Apply the six principles to a specific situation in which the student would like to have increased influence. Be aware and act accordingly when people are trying to use any of the six principles of persuasion against you in an inappropriate or unethical way.

Evolution-U may work with the client to develop a business relevant case study that can be used as a reference point for application of the theory delivered. A lead time of one month prior to training is required to prepare the case study with access to a senior level resource. Participants shall be requested to complete a pre-course worksheet which will take approx. 30 minutes to complete and shall be used after each section.

This course is available in virtual keynote, one day or two-day modules for up to 12 people. Additional participants quoted upon request. Level: Advanced

Course Content

The Contrast Principle

The contrast principle is one of the most powerful tools available for influencing other people responses to our proposals. Based on the theory that what comes immediately before a request will influence the recipient's perception of our request and therefore impact whether or not they agree to the request, this module looks at detail into the contrast principle and how to develop contrast before the final session which returns to contrast and how to apply it in real business situations,

Reciprocity

This module introduces and analyses the powerful principle of reciprocity which states that across societies, there is an obligation to repay what has been given to us. A series of examples and class exercises are used to demonstrate the different elements at play in the principle of reciprocity so that participants are in the position both to recognise when this is being used against them, and when they can use it to increase the chances of success on a given deal.

Consistency

Consistency is valued highly in society. People prefer to do business with people who are consistent in their approach to making decisions and closing deals. This module introduces the underlying triggers that create consistency allowing practitioners to import this principle into their business dealings so as to increase the likelihood of developing profitable long term business relationships. This module includes case studies and participant exercises.

Consensus

This principle states that we look to what others are doing as a means of gaining information on the correct course of action. There are some circumstances in which this principle is amplified or less prevalent. This module analyses the components influencing the principle of consensus and when it can be used to increase the likelihood of agreement to a proposal or sale. This module includes case studies and participant exercises.

Liking

People like to do business with people they like. This principle is pervasive across societies. There are techniques that can be used to increase the likelihood that one person likes another. This module introduces the principles which govern liking allowing participants increased ability to develop relationships with their clients. This module includes case studies & participant exercises.

Authority

We are all brought up with authority figures around us and in business the principle of authority continues to weigh on the way people make decisions. Sometimes authority is used to influence a decision in a way that is not appropriate. This module introduces how authority is triggered and used in day to day business dealings to increase the likelihood of a deal being struck, and when these uses of authority are appropriate and warranted. This module includes case studies and participant exercises.

Scarcity

The principle of scarcity is used regularly by businesses to position their product or service as more valuable than it is. Understanding how to utilise scarcity effectively and ethically is important to any business person in a competitive market. This module analyses the structure of scarcity and how to use the principle in business.

Cultural Variations

While all principles exist across cultures, the degree of importance each holds can vary significantly. This section studies the differences in cultural variation across the six principles and how to utilise these biases in applying the principles of persuasion.

Knowledge Review

Participants partake in a 20-question on-line knowledge review in a fun but competitive setting where a live leader board shows how well they have absorbed the content. This platform allows review of all the key areas where the class can benefit from further discussion.

Application Session

The final session is for participants to discuss application of the principles taught with reference to their business. Using the pre-course preparation sheet where each participant will have detailed a work-relevant situation, there will be instructor leg group discussion where participants are encouraged to share their insights.

Understanding and Building Trust (UBT)

Course Outline

This training is based on the research of Trusted Advisor Associates who published their best-selling text 'The Trusted Advisor' in 2000 and introduced the Trust Equation, a method of formalizing trust into a set of four variables which can be individually developed and improved. Trusted Advisor methodology is used by leading multi nationals globally for improving client relationships and developing higher margin business opportunities.
In this course, the key elements of being a trusted advisor and maximizing your trust formula value are analyzed using instructor presentation, group breakouts and case study. Open dialogue is encouraged to enable participants to benefit from the collective experience and wisdom of their peers.

Learning Objectives

By taking this course, participants will:

- Develop a deep understanding of the benefits of trust and focus on business opportunities more effectively by focusing on the appropriate benefits from any client;
- Understand the common traits of a trusted advisor and develop a reflective platform for assessing their own strengths and weaknesses in relation to the traits;
- Learn the 3 basic skills of a trusted advisor and the 11 key principles in relationship building;
- Become proficient in the trust equation developing a strong understanding of the structure of trust, how to identify areas of improvement, and how to maximize their individual trust scores;
- Learn to apply the 5 stages in developing trust;
- Once you have a client's trust that is not the end game; you have to maintain it. Participants will discuss techniques in maintaining trust;
- Learn ten quick impact actions for gaining trust;
- Learn the five guiding trust principles for client interaction.

After each section participant's will be given exercises and group breakouts during which the techniques are practiced and applied to situations relevant to their business.

This course is available in virtual, keynote, half day or one modules for up to 12 people. Additional participants quoted upon request. Level: Foundation.

Course Content

Exploring Trust

Introduction to the attributes, benefits and underlying theory behind trust. This section brings into the participant's awareness the real business importance of taking trust seriously and treating it as a core competence in financial advisory. Subject matter covered includes the benefits of trust & common traits of a trusted advisor.

The 3 basic skills of a Trusted Advisor

This section analysis the basic skills required to become a trusted advisor with the objective of giving participants the required tools for developing valued, long term relationships with their clients. Subject matter including how to earning trust, the process of giving advice effectively, Socratic learning and the 11 key principles of building relationships are covered.

The Structure of Trust

The Trust Equation and understanding how to operate within its boundaries is the ultimate objective of this training. Based on leading research by Trusted Advisor Associates, this section introduces the Trust Equation and challenges participants to maximize their trust value in client interactions.

The Five Stages in Developing Trust

There are five distinct steps in the development of a trusted relationship: Engage, Listen, Frame, Envision, Commit. In this section each of these stages are analyzed in turn, giving participants a structured foundation for applying the process of building trust in their business dealings. Participants are supplied the EFLEC worksheet and conduct an exercise using the worksheet for guidance to help develop the skillset for utilizing the 5 stages,

Gaining & Maintaining Trust

Once trust has been gained, it cannot be taken for granted. This section discusses techniques for maintaining trust utilizing the trust equation format and quick impact actions for gaining trust.

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Personality Profiling (PPM)

Course Outline

This is a Neuro Linguistic Programming (NLP) based training drawing from the research of the finest NLP minds over the past 4 decades.

The course is applicable to professionals in the fields of management, team leading and human resources, and for any client facing executives. One- and Two-day formats are available. The below course content reflects the two day format.

Learning Objectives

By taking this course, participants will:

- Learn the process of developing rapport, the basis of all effective communication;
- Develop the ability to pick up on the real meaning behind a response using the skills of sensory and communicative acuity;
- Learn the advanced NLP application of Complex Meta Programs, a series of questions structured to elicit specific behavioural understandings of a person's personality including;
    - predict behaviours/actions based on thought processes
    - understand personal preferences with respect to job assignments, work environment, position within a team etc.
    - evaluate how a person is likely to respond to and manage stressful situations
    - predict job longevity and likely response to change
- Learn how to utilise these skills covertly in business situations so that the target is not aware they are being profiled.

Participants are encouraged to ask questions throughout the course and to actively participate. All presentation topics are supported by keynote slides throughout the course with additional use of role play exercise, tests and feedback sessions to fully involve the participants.

This course is available in keynote, one day or two-day modules, for up to 12 people. Additional participants quoted upon request. Level: Expert.

Course Content

Rapport

Building rapport is the basis of all communication. If we want to successfully sell our product or service, negotiate a deal or build a long-term relationship, the chances of success are increased tremendously if there is rapport between the parties. The principle is simple; people like people like themselves, so in this module participants are taught NLP based techniques to build rapport with anyone in any situation using both conscious and unconscious triggers. Exercises are performed in pairs and are designed to utilise the content taught in class and give participants practical experience at using rapport building techniques. Following the exercise there is a video and Q&A session to consolidate the learnings.

Sensory & Communicative Acuity

A small change in communication can have a large impact and likewise small differences in how a message or response is delivered can give great insight to one trained in knowing what to observe and listen for. This section gives valuable communication based tools which aid in understanding what variations in response style may mean. Content including sensory acuity, delivery speed, eye patterns and selected linguistic markers are introduced and practiced.

The Basic Meta Programmes: Myers Briggs and NLP

The Myers Briggs Type Indicator (MBTI) is the world's most established psychometric profiling test. In NLP, the 4 MBTI indicators are considered 'The Basic Meta Programs' and provide the basis of understanding personality and communication. This one-hour section introduces MBTI and summary profiles for the 16 personality types possible under MBTI.

The Complex Meta Programs - Part 1

Meta Programs are programs that control or make decisions about programs. In NLP terms, meta programs indicate general pervasive habitual patterns commonly used by an individual across a wide range of situations. In this session, we undertake an in-depth study of the first six of the key psychometric profiling filters referred to as the 'Complex Meta Programs'. After each meta program is introduced, participants are tested on their understanding and the linguistic markers that illustrate how to utilise the program are discussed. Complex meta-programs provide a powerful and readily usable set of psychometric profiling tools for potential employees, existing team members and clients.

The Complex Meta Programs - Part 2

We complete the analysis of Complex Meta Programs by adding a further nine to give a total of 15 variables for understanding personality.

Psychometric Profiling in 10 minutes
The objective of the training is the application of the 'Evolution-U Meta Programs Test'. Participants are taught how to elicit a subject's psychometric profile using MBTI and The Complex Meta Programs within 10 minutes. All participants will experience being both the tester and the subject.

Meta Program Utilisation
The ultimate skill in meta programme utilisation is to embed meta programs in normal dialogue so as to profile people without the need of a formal test. In this last section techniques for meta program utilisation are discussed and participants are tasked to develop dialogue to informal elicitation of meta programs.

Executive Presence and Personal Branding (EXP)

Course Outline

Those with executive presence and a strong personal brand are leaders. Whether in business or society, to inspire others and rise to the top, executive presence is an essential component of success and is often the missing link between merit and success. Meanwhile, those with strong personal brands are able to grow their business, their networks and their reputation which in turn builds executive presence. Those with executive presence and personal brand exude confidence, poise and authenticity, qualities which communicate that they are in control. In this half day training, the key elements of both executive presence and personal branding are uncovered, and participants are taught what they need to do to develop both.

Learning Objectives

By taking this course, participants will:

- Develop an advanced understanding of the concept of Executive Presence and why it is important;
- Learn the 3 components and 18 traits of Executive Presence and how to use them to your advantage;
- Participate in an Executive Presence role play which will encourage review, observation and use of the traits taught;
- Define personal brand so they have a clear understanding of the importance of managing their personal brand and what the key elements are in doing so;
- Understand the relationship between unconscious bias and personal branding and how to use this to your advantage;
- Define 'Personal Brand' and learn 10 Golden Rules of Personal Branding;
- Understand the process of implementing a personal brand
- Use the 'My Personal Brand Action Plan' methodology to start the process of building a personal brand.

As well as instructor led presentation, the training uses video support and group exercises to engage participants.

This course is designed for up to 12 people. Additional participants quoted upon request. Level: Foundation/Advanced.

Course Content

PART 1: EXECUTIVE PRESENCE

What is Executive Presence
It is often difficult to define exactly what Executive Presence is because it is so intangible. What makes one person charismatic and cause others to want to follow them, while another equally knowledgeable colleague is overlooked is critical to understand for our own success, self esteem and ultimately survival. In this opening session participants are encouraged to consider what Executive Presence means to them and why it is important.

The Three Pillar of Executive Presence
A study by the Centre of Talent Innovation consisting of over 4,000 college educated professionals including 268 senior executives identified three components that together drive an individuals EP: Gravitas, Communication and Appearance. In this main section of the EP content, participants learn the 18 traits of Executive Presence and are directed in how to identify which traits they have a competitive advantage in and should therefore develop consciously to positively impact their executive presence.

ROLE PLAY: Executive Presence in Practice
Participants are first split into two groups where they brainstorm how to role play a scenario while observing for specific traits of executive presence. The class is then split into pairs where each pair conduct role plays designed to allow both the practice and recognition of executive presence traits. After role play completion, participants are encouraged to share their findings in open class discussion.

PART 2: PERSONAL BRANDING

Defining your Personal Brand
Once we leave the realms of the famous (politicians, celebrities etc), influencers and Key Opinion Leaders (KOL's), most people don't actively consider their personal brand. In today's connected world this is a mistake; anyone's personal brand (or lack of) can be discovered in a matter of minutes and snap decisions based on what is (or isn't) found will influence other's responses. It is therefore necessary to start by defining what personal brand is and how to apply that to ourself - and this is the objective of the first section of part 2.

Unconscious Bias in Personal Branding

The 'Halo Effect' and the 'Horns Effect' are two opposing unconscious biases that have a direct impact on personal brand. Given the pervasive nature of unconscious biases, understanding how these two biases operate and how they can impact personal brand is valuable. A basic understanding of these dynamics can be used to impact others perception and improve your personal brand.

10 Golden Rules of Personal Branding

The process of building a personal brand is daunting for most people so it helps to have tried and tested guidelines to follow. In this section 10 golden rules of personal branding are suggested which can be used by participants on their journey to building their own personal brand.

Implementing a Personal Brand

At this stage of the training participants will have a good idea of what personal brand is and the rules of building an effective personal brand. What is missing is how to implement it. This process is almost mystical to those not in the space of branding, marketing and social media, so in this section we remove the mystery and give participants clear guidance on what will be required to build their personal brand. The amount of time and effort required will depend on the desired results and no single approach is 'best', so we shall endeavour to give a balanced and realistic assessment on how to implement a personal brand.

My Personal Brand Action Plan

In the final session participants develop their own personal brand 'action plan' so that they leave the training with a plan; aware of the steps required to build their personal brand. This section brings together content from part 1 on Executive Presence and this section on personal branding and serves as a good review of the content covered.

Who Should Take This Course

Managers, Leaders, Business Owners, professionals, external client facing executives, any and all executives who would benefit from becoming more inclusive at work. This training can be tailored to different levels in an organisation.

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