EVOLUTION U
Business Psychology for a Better You™

Interpersonal Communication Effectiveness (Code: ICE)

Evolution-U Language & Communication Business Suite

Full Day - Foundation

The Evolution-U Language & Communication Business Suite is a focused offer of engaging soft skills trainings, providing usable tools for measurable performance gains praised by our clients

Client Testimonials

"The concepts taught in this course are applicable to everyone, not just salesmen and entrepreneurs, because communication and problem solving skills are essential in everyday life. I definitely recommend the investment!"

K.C, Sales & Marketing Director
MNC, Hong Kong

"A fascinating introduction into a misunderstood subject – incredibly insightful and surprisingly effective, Neil makes a potentially complex subject easy to follow and instantly useful."

J. Dwyer, Director,
Regional I.T Service Company

Useful ★★★★½ 4.55 (2,432 responses)

Easy to Follow ★★★★½ 4.55 (2,345 responses)

Data Collection Methodology available on www.evolution-u..com

Course Outline

This training covers fundamental tools for developing awareness of communication patterns and improving ones personal communication effectiveness. The content is based on Neuro Linguistic Programming (NLP) techniques and well established coaching and linguistic based tools which have been used effectively by business and political leaders for decades.

Learning Objectives

By taking this course, participants will:

- Deconstruct the process of developing rapport and learn how to build rapport in most client situations.
- Become aware of and learn how to use linguistic patterns that can be used to improve influence in business and personal situations.
- Develop a skill set for dealing with client objections and develop a glossary of such responses for team use.
- Learn the meaning of body language and how to utilise their own body language to improve confidence and project the appropriate image.
- Develop active learning skills which will improve their ability to gather information and better service the client.
- Learn a series of techniques using positive psychology to structure questions in a way that encourages responses that elicit valuable information from the client.

As well as instructor led presentation, the level 1 content uses video support and group exercises to engage participants. The content is split into two sections which can be covered over one day or split into two half days.

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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 we teach participants NLP based techniques to build rapport with anyone in any situation using both conscious and unconscious triggers. Participants perform exercises in pairs 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.

Hierarchy of Ideas
The Hierarchy of Ideas is a powerful linguistic technique for controlling the level of language. This technique is useful in sales and negotiation situations as well as meetings, management and personal dialogues. The theory of the Hierarchy of Idea's is relatively straight forward; agreement is easier to achieve when thinking in the abstract. This concept is discussed at length by the trainer, demonstrations given and then group exercises performed followed by discussion on how to apply the technique in business situations. The principle is extended to understanding how people filter conceptual vs. detailed information and being able to quickly identify this personality trait in order to improve the chances of success in any given dialogue.

Reframing
The linguistic technique of reframing is used to reduce resistance and generate options. This technique is used frequently in sales, negotiation and mediation and is considered one of the more difficult techniques to master. With NLP, we teach a readily usable structure to develop reframes and conduct an exercise allowing participants to practice generating reframes to everyday business situations.

Advanced Body Language
We now drill into a more detailed study of body language. As well as understanding what various postures or gestures may indicate, participants learn how to utilise their own body language to change others perception of them and to change their own psychology. It is very empowering to know how other people are thinking and reacting to your message by observing their body language, and to be able to pre-empt this with your own body language. This allows the user to control meetings with confidence and have better results. This section uses images, a test and encourages group discussion of potential cross cultural variations.

Active Listening
If there is one skill that senior executives highlight as the key to business success, it is listening to the client. However few then follow through on this generic requirement with focused training for their client centric teams. The skill of active listening while conceptually simple, takes practise and discipline to master. This section introduces the concept and gives participants a checklist of actions and tools to develop their active listening capabilities, the result of which are increased client dialogue resulting in better information, improved relationships and competitive advantage.

Positive Phrasing and Well Structured Questions
The techniques of positive phrasing and well structured questioning are powerful tools for gathering information and influencing the response. By shaping the message in a format that increases the recipient's understanding of our position, we are able to encourage a more favourable response. The principles in this section are relatively straight forward – the real value added being time spent working in groups to develop dynamic questions and craft messages relevant to the participants needs with the benefit of instructor supervision.

Who Should Take This Course

Business Owners, Management, Sales, PR & Marketing Executives, Human Resources Executives, any and all Customer-facing Staff, anyone dealing with Sales, Negotiation or Mediation, or needing to influence or persuade people on a regular basis will benefit for learning and mastering the techniques introduced in these courses, with immediate results.

This training course is fully certified by Evolution-U.

For more information & reservations please contact Jessica
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www.evolution-u.com • linkedin.com/in/neilorvay

NLP Communication Skills • Collaborative Communications • Pitching & Presenting
Sales Effectiveness • Building Trust • Negotiation Theory • Diversity & Inclusion
Persuasion Psychology • Personality Profiling • Leadership • Teambuilding • Personal Empowerment

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