EVOLUTION U
Business Psychology for a Better You™

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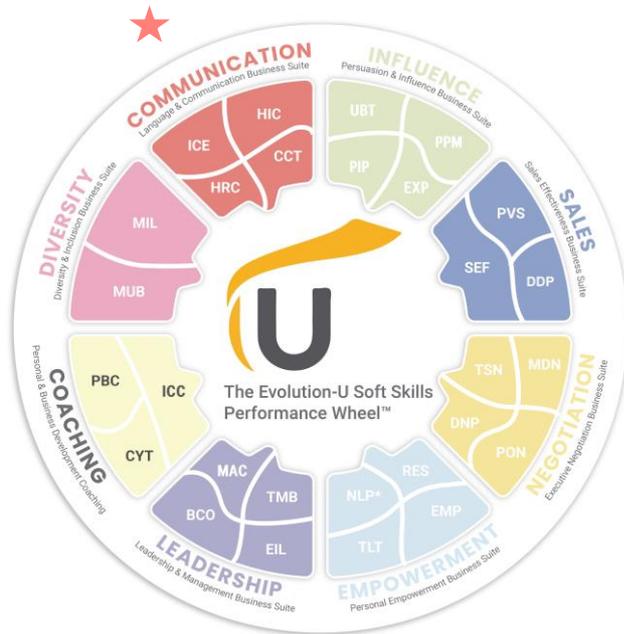
"A focused offering of engaging soft skills trainings, providing usable tools for better and measurable performance praised by our Clients"

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.

*NLP courses: NLP Certification, NLP Fundamentals and NLP in Business

Language & Communication Business Suite

The Evolution-U Language & Communication 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.

Interpersonal Communication Effectiveness (ICE) covers fundamental tools for developing awareness of communication patterns and improving one's 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.
Format options include one day or two days workshop.
Level: Foundation.

Collaborative Communication Techniques (CCT)
This advanced module for senior management uses principles derived from psychology, leadership theory, linguistics and leading experts in the fields of coaching and public speaking, to help senior management to develop the skill sets required to lead and inspire others, improve business performance, enhance trust and personal relationships.
Format options include keynote, one day or two days workshop.
Level: Advanced.

How to be an Influential Communicator (HIC)
This one day classroom training provides a series of linguistic tools for executives of all levels who want to communicate with authority and influence while maintaining empathy and respect. Participants learn a tool kit of linguistic techniques which they can use to improve their communicative effectiveness with internal stakeholders, management, team members and clients.

This course is available in one day workshop.
Level: Advanced

Human Resource Communication Training (HRC)
Due to policy guidelines, HR executives often find themselves in a position that they have to reject a request. The need to follow Covid related policies does not always match staff expectations, and HR is tasked with the difficult job of delivering the company line. This can have a negative impact on the perception of HR with colleagues in other departments and the need for effective communication has therefore never been higher. It is therefore necessary to position HR as a partner with aligned interests, rather than a gatekeeper disconnected from front-line business realities. The objective of this training is to offer a series of tools enabling HR executives to diplomatically turn down requests and manage expectations, while remaining a trusted team player and valued colleague.
Format options include one day or two days workshop.
Level: Advanced.

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

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.

Interpersonal Communication Effectiveness (ICE)

Course Outline

This training covers fundamental tools for developing awareness of communication patterns and improving one's 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 utilize their own body language to improve confidence and project the appropriate image;
- Develop active learning skills to 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 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.

This course is available in one day or two day workshop, for up to 12 people. Additional participants quoted upon request. Level: Foundation.

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 utilize 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 Ideas 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 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, a readily usable structure to develop reframes is taught, allowing and an exercise is conducted 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 utilize 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 practice 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 favorable 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.

Collaborative Communication Techniques (CCT)

Course Outline

This training provides a comprehensive set off communication tools for increasing collaboration with both internal stakeholders and external counter parties. In situations where interpersonal dealings are challenging, collaborative communication techniques can be adopted to promote a 'one-team' mindset, where team interests are recognised as being aligned, and joint business success is seen as the goal.
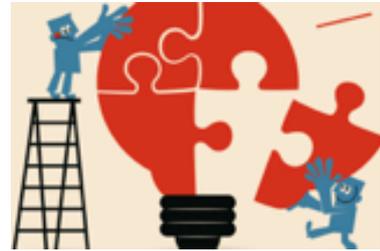
Such situations are common where departmental silos, differing priorities and personality clashes result in losses in efficiency and productivity to the cost of the organisation. The techniques introduced in this training are based on leading research from top academics and practitioners in the fields of communication theory. The delivery is business focused requiring participants to fully engage and apply the principles taught to real life situations.

Learning Objectives

By taking this course, participants will:

- develop a communication structure that promotes collaboration and open flow of information, including situations where high stakes outcomes, business critical content, emotional content, conflicting non-verbal indicators, and judgement and bias are or risk being present;
- learn the 'Triple-C Model' to help avoid conflict, promote understanding, and generate acceptance;
- recognise the 5 dimensions of critical communications and techniques to avoid these progressing to full blown conflict;
- learn a 4-step process to make it 'safe' to bring up sensitive or disagreeable material, gather information, promote collaboration and influence the outcome;

- participate in multiple case studies, breakout sessions and a comprehensive knowledge review to discuss, apply and debate the principles introduced.

The course delivery consists of trainer led presentation with video support, group breakouts, exercises and case studies. Open class discussion is encouraged to allow participants to learn from experience and best practise of others.

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

Course Content

Pre-Course
Participants are sent a case study to read and prepare preliminary responses prior to the training. The case study gives a scenario and context for the theory that will be taught during the training.

Case Study: The Target Focused Performer
A general discussion on how to address the challenges posed in the case study and common challenges that impede collective teamwork and a "One-Team" mindset form a foundation of reference points against which the theory for the remainder of the training will be tested. Participants will first discuss in breakout rooms before sharing with the group after the instructor brings participants back together.

The Communication Continuum
Using the power of visual stimuli, the communication continuum gives participants an conceptual framework with a strong visual component that is used as a reference throughout the training to assess one's position in any communication, and over which the theory of the Triple-C Model is built.

The Triple-C Model
The root cause of many failures to collaborate lie in how people behave when they enter a communication which has any of the following five dimensions present; different opinions, different perspectives, misunderstandings, high stakes and/or emotional content. Despite the importance of dealing with such critical communications, we often back away from them because we fear we'll make matters worse, and collaboration suffers as a consequence. Research shows that strong relationships, careers and organizations, all draw from the same source of power; the ability to talk openly about high-stake, emotional topics. In this session, the Triple-C Model is introduced and sets the framework for the remainder of the training.

Managing Information Flow
The process of building mutual understanding via the sharing of information is a crucial concept in the process of building collaboration. Each of us enters dialogue with our hand of cards; our view, opinions, feelings and experiences which comprise our 'mental set'. This mental set forms a filter through which we run interactions. It not only informs us, but influences our every action. As others enter the conversation, different mental sets may collide. This section discussed how the skilled at dialogue make it safe to share information and build mutual understanding so that we can make better decisions.

Case Study: The Office Renovation

A second case study is introduced and participants are split into virtual breakout rooms (or physical office locations if there are small groups available) to review the case study before the instructor brings everyone back together to share insights and apply the theory taught to the case study scenario.

Storyboarding & Leveraging our Emotions

When we observe an action, we add meaning to it; we make immediate and unconscious assumptions at the underlying motive driving the behaviour. In effect, we tell ourselves a story about the observation and in turn we then respond with an emotion. This intermediate step between what others do and how we feel is why, when faced with the exact same situation, ten people may have ten different emotional responses. Using this understanding, a methodology is taught for understanding the stories we tell ourselves and how we arrive at our behaviours. If we can find a way to control the stories we tell, we can master our emotions and, thereby collaborate effectively. Class exercises and case studies are used to build the theory in this session.

How to Hold Difficult and Sensitive Conversations

This section introduces a 4-step framework for how to speak our minds without making people defensive, pushing too hard, backing off too soon, or regretting that we spoke. The framework promotes openness and trust, allowing us to be persuasive without being abrasive and promote collaboration. Strong communicators realise the only limit to how strongly they can express their opinion is their willingness to be equally vigorous in encouraging others to challenge it, and by inviting discussion deeper understanding and relationships are formed. This section uses extensive video support and video based exercises to help participant develop the skills necessary to use the six-step structure for discussing sensitive topics.

Communicative Safety

The final section of class theory covers the principles of how to make it safe for others to communicate. The relationship boundaries of trust, respect and recognition are analysed and a structure introduced to utilise them in increasing communicative effectiveness and safety. Case studies and breakouts support the learning in this final theory module.

Knowledge Review & Best Practises

Using the mentimeter tool to allow real time interaction in a fun, competitive setting, a knowledge review with live leaderboard allows participants to review their understanding of the days content and review key concepts. After this, breakout rooms are used for the final time to identify key takeaways from the course and share best practises with the class, thus giving a clear follow up for stakeholders to ensure the day has been well used, and maximise the likelihood that the principles will be utilised.

How to be an Influential Communicator (HIC)

Course Outline

This one day training provides a series of linguistic tools for executives of all levels who want to communicate with authority and influence while maintaining empathy and respect. In 4 x 90 minute interactive webinars, participants learn a tool kit of linguistic techniques which they can use to improve their communicative effectiveness with internal stakeholders, management, team members and clients.

* This training content is also available in 4 x 90 minute interactive webinars for online delivery.

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 active learning skills which will improve their ability to gather information and better service the client;
- Learn a skill set for framing language to be more persuasive and to deal with objections and complaints, developing a glossary of such responses for team use;
- Use Socratic Learning as a communication tool for increased influence;

- Participate actively in class exercises designed to allow practise of the techniques and application in business situations.

Course delivery consists of trainer led presentation with video support, group breakouts, exercises and case studies. Open class discussion is encouraged to allow participants to learn from experience and best practise of others.

This course is available in one day workshop, for up to 12 people. Additional participants quoted upon request. Level: Advanced.

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.

Hierarchy of Ideas

The Hierarchy of Ideas is a powerful linguistic technique for controlling the level of language and understanding how best to deliver information to stakeholders based on their personality preference for receiving data. The theory of the Hierarchy of Idea's is relatively straight forward; agreement is easier to achieve in the abstract, however many stakeholders require detailed information rather than abstract. 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.

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.

Linguistic Framing

The skill of framing our communications, whether written or spoken, is an essential component of influencing the response to our request, feedback or statement. In this section participants learn a range of linguistic framing techniques which will be applied to both written and oral case studies and role plays in webinar # 4.

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, a readily usable structure to develop reframes is taught, allowing and an exercise is conducted allowing participants to practice generating reframes to everyday business situations.

Group Exercise: Socratic Learning

The final section of the session is a group exercise whereby participants are introduced to the principle of socratic learning and how to drive change through structured questioning. Instructor led examples lead into the exercise where participants are grouped and develop work relevant socratic learning responses to address their issues, before presenting to the class.

Class Role Plays
Participants will prepare in their groups for a series of short role plays which will be performed in pairs in front of the class. Group analysis and discussion allows best practises to be identified for use in real business situations. Participants will each be given 15 minutes to prepare for their role play and expect to use the tools covered during the days training. Role plays will be developed prior to the training and based on realistic and relevant work situations.

Review and Top 3 Take-Aways
The training concludes with participants identifying their top 3 takeaways both individually and in their groups and sharing the reasons why with the class. This serves as an effective review process whereby the identification of the most important techniques increases the likelihood that they will be adopted post training.

Human Resource Communication Training (HRC)

Course Outline

Due to policy guidelines, HR executives often find themselves in a position that they have to reject a request. The need to follow Covid related policies does not always match staff expectations, and HR is tasked with the difficult job of delivering the company line. This can have a negative impact on the perception of HR with colleagues in other departments and the need for effective communication has therefore never been higher. It is therefore necessary to position HR as a partner with aligned interests, rather than a gatekeeper disconnected from front-line business realities. The objective of this training is to offer a series of tools enabling HR executives to diplomatically turn down requests and manage expectations, while remaining a trusted team player and valued colleague.

Course Content

SESSION # 1: FOUNDATION SKILLS IN COMMUNICATIVE INFLUENCE

Communication Basics and Building Rapport

This opening session will introduce the structure of communication and principles in building rapport which enable effective communication. A basic awareness of how to utilise tonality and body language during communication can change the perceived meaning of the message to the receiver, thus making difficult messages more readily accepted. By learning rapport building techniques, the chances of success are increased in any and all communication.

Linguistic Framing

The skill of framing our communications, whether written or spoken, is an essential component of influencing the response to our request, feedback or statement. In this section participants learn a range of linguistic framing techniques which are then applied to both written and oral case studies.

Review and Top 3 Take-Aways

The training concludes with participants identifying their top 3 takeaways both individually and, in their groups, sharing the reasons why with the class. This serves as an effective review process whereby the identification of the most important techniques increases the likelihood that they will be adopted post training.

SESSION # 2: ADVANCED LINGUISTIC SKILLS

How to Use Body Language

Body language is the most important single component of communication. Any mismatch between ours words and our physiology is noticed, and the real meaning is assumed to be that communicated by the body, not by the words. Developing awareness of our body language traits, how to be perceived in line with our intent, and how to read others is a valuable life skill that is applicable across cultures.

Communicating with Influence

Leveraging off research in the field of hypnotic language and NLP, a series of simple yet extremely effective techniques are introduced for managing difficult conversations. Simple principles such as pacing the others reality and operating from a position of mutual respect are introduced and practised in a series of HR relevant scenarios.

Complaint Handling & Sleight of Mouth Techniques

Using advanced NLP linguistics, sleight of mouth (SOM) is a process designed to give multiple response types to objections and complaints. When combined with the linguistic framing session, this technique is extremely powerful and can be used to develop a glossary of responses to most difficult conversations. During this session, participants will be expected to identify their most common stakeholder communication challenges, and start the process of developing SOM responses around these.

Review and Top 3 Take-Aways

The training concludes with participants identifying their top 3 takeaways both individually and, in their groups, sharing the reasons why with the class. This serves as an effective review process whereby the identification of the most important techniques increases the likelihood that they will be adopted post training.

SESSION # 3: DEALING WITH DIFFICULT CONVERSATIONS

How to deal with Difficult Conversations

Based on Evolution-U's Triple-C Model (Collaboration-Conflict-Communication), this session introduces a four-step process to managing sensitive and difficult conversations. Participants will be taught a 'communication vocabulary' along with skills for maintaining dialogue to promote collaboration and maintain information flow. The Triple-C Model methodology is applicable in 90% of difficult communications and will give HR stakeholders and invaluable tool in dealing with such situations.

Class Role Plays

Participants will be grouped into pairs and each perform one role play in front of the class. Role plays will be developed prior to the training and based on realistic and relevant work situations.

Participants will each be given 15 minutes to prepare for their role play and expect to use the tools covered during the full three sessions of training. Post role play analysis and feedback will be instructor led with class participation encouraged.

Review and Top 3 Take-Aways

The training concludes with participants identifying their top 3 takeaways both individually and, in their groups, sharing the reasons why with the class. This serves as an effective review process whereby the identification of the most important techniques increases the likelihood that they will be adopted post training.

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.

Business Psychology for a Better You™

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