

Day 1 – Improving Communication Skills 1

“Knowing me and knowing you”

This highly rated interactive workshop reveals individual thinking styles which challenge the established ways we react to others when trying to reach positive outcomes. The workshop has been successfully delivered many times across Europe.

Audience: For individuals and teams who want to improve the impact and effectiveness of their communications through first building self-knowledge and then applying the learnings to others in their communication target audience.

Size of group: Teams of 5 to 15 people

What's in it for you? Your thinking style is revealed, using the Benziger Thinking Styles Assessment (BTSA) • Leveraging your natural brain strength reveals the key to more energy •

Check that your competencies are consistent with your brain preference? • Adaptation: competencies that might get you promoted but drain you mentally and physically • How your level of Introversion/Extraversion helps and hinders you • Identifying others and communicating appropriately • Recognising the 4 thinking styles in action • Adapting your communication to increase relevancy

Practice Session I: You will develop conversations with others on the course to demonstrate how not to communicate well (with much laughter), how to better communicate and how to get people to pay attention to what you have to say.

Practice Session II: Taking a relevant topic for your team/department, you practise more effective ways of getting your message across to a defined target audience.

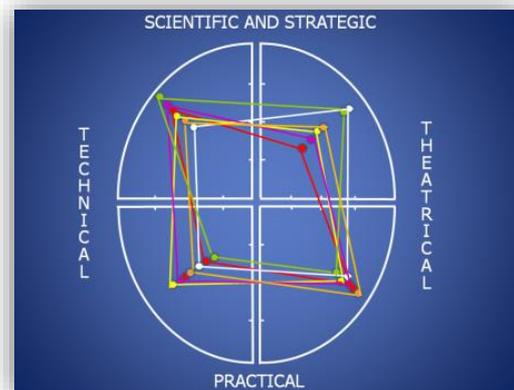
Physiological Background: Recent breakthroughs in neuroscience show that our cortex (new brain) is divided into four areas of efficiency. For each of us, one of these areas is innately highly efficient yet the relative efficiency of the three remaining areas is substantially less – drawing on up to 100 times of the energy needs (i.e. draining and stressful). If we consider this in light of our own daily lives, science plainly confirms what we all regularly experience:

- ✓ Using our natural strengths leaves us feeling energized.
- ✓ When we spend time using non-preferred skillsets, we feel tired and show symptoms of stress to those around us.

"It was the best session I ever had. Merci Mille fois. Want to share with you that I adopt what I have learnt professionally and also personally." KW, Kiabi Sourcing Manager Hong Kong

"The whole organisation has participated and the shorthand language they learned is now often used when conversations and presentations get difficult. Well worth it. A long-term investment."

Petra Wilson; CEO International Diabetes Federation



Example of a team 'kite' group interaction

Day 2 – Improving Communication Skills 2

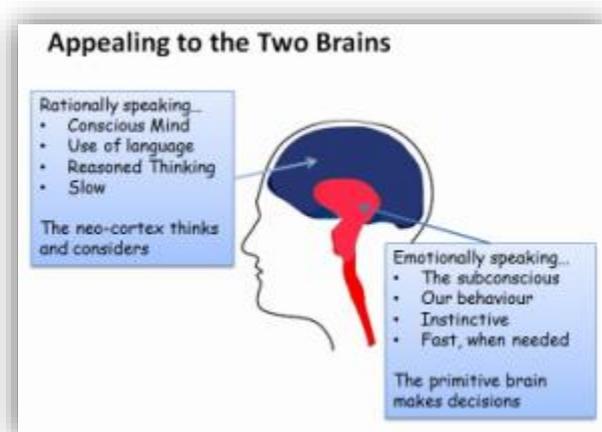
“Applied Neuromarketing - The Basics”

Half-day workshop personally delivered over 100 times in North America and Europe. This highly rated session is lively and informative but also gives you the basic toolkit to be able to begin adding Neuromarketing impact to your presentations.

Audience: all those with a healthy interest in marketing and communication, or who need to make presentations that leave an impact.

Size of group: Most suitable for teams of 5 to 15 people

What's in it for you? Neuromarketing at a practical level • How Neuromarketing adds impact - a little brain theory as background • The 3 rules and the three cardinal sins of marketing to the old brain • Getting clarity about the problem that your product or service solves • Developing unique claims • Why proof is so important • Structuring your presentation (or sales pitch) • Bringing the problem to life • Demonstrating your claims • Proving it • Closing the sale • Adding emphasis with stories, visual devices, triggering emotion, contrast & the power of 'you'.



Balancing the rational and the emotional

Background: The cortex or 'new brain' has only existed in something like its modern form for less than 5 million years. Underlying the cortex are the limbic system, the 'reptilian' and brain stem (together known as the old brain) whose origins date back 500 million years. Understanding how we as humans make decisions by balancing the more rational new brain with the emotional old brain brings insights which can build our ability to communicate well and increase our powers of persuasion.

Practice Session I: Taking a relevant topic for your team/department, you practise more effective ways of getting your messages across, making them memorable and convincing.

Customise it? This workshop can be customised with more of a team-building focus or used in the context of developing relevant presentation skills

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