



**AUTHENTIC  
COMMUNICATION**



**INFLUENCING  
FOR RESULTS**



**LEADERSHIP ACUMEN  
AND COMPETENCIES**





## AUTHENTIC COMMUNICATION

### HOW PEOPLE INTERACT & PERFORM

Interacting effectively with a variety of people marks the difference between success and failure in our work and our personal life. The **Authentic Communication** workshop is a behaviorally-based communication seminar that identifies individual strengths and common misperceptions in every day communication. Participants gain insight into their own and others' behavioral styles. They develop practical and powerful strategies to influence and negotiate win-win business solutions. The outcome of this workshop includes improved team performance, improved customer satisfaction, more enjoyable work environment, enhanced strategic focus, more profitability, and decreased turnover.

### ACHIEVING PEAK PERFORMANCE

Organizations prosper when people trust each other, information is freely and generously exchanged and relationships are vibrant. This is far from easy; communication is complex and multifaceted. This workshop takes a practical approach to understanding communication dynamics. It uses a simple model to help people identify communication styles and problem-solving approaches. This workshop opens up channels of effective communication between individuals, teams, departments, and stakeholders.

**Authentic Communication** helps develop appreciation for behavioral style differences. It breaks through typical communication misperceptions and helps teams make better decisions for improved results. Participants overcome taking things personally as they gain insight to style differences and the practical application of those differences.

*"People always reach out to those who will give them information, are allies, offer support or cheer them up."*  
Meg Wheatly

### PERSONALIZED REPORT

**Authentic Communication** incorporates a DISC behavioral report. This personalized report provides specific information about each participant's communication style, value to the organization, preferences for communication, common misperceptions by others, communication tips, and potential areas for improvement.

### WHO SHOULD ATTEND? WHAT ARE THE BENEFITS?

The workshop is for CEOs, business owners, leaders, and team members. You will:

- Increase understanding of yourself and others' behavioral style
- Provide insight into typical communication and problem-solving barriers and decrease common tensions that exist
- Incorporate practical strategies for communicating flexibly and getting results
- Develop appreciation for diverse styles, the value of differences and the power in complementary strengths

### APPLICATIONS FOR AUTHENTIC COMMUNICATION

The material in the **Authentic Communication** workshop can be applied in many areas. Here are a few:

- Job Selection
- Team Building
- Customer Service
- Conflict Resolution
- Employee Development
- Employee Retention





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## INFLUENCING FOR RESULTS

### THE WHY BEHIND YOUR BEHAVIOR AND ACTIONS

What is it that motivates you to take action? What is the source of that desire? The answers lie deep within your unique set of personal interests and drives. These powerful sources within you affect how you behave and how others perceive you. By understanding your own and others' primary motivators, you will gain insights into how to influence and drive business results more easily and effectively. People will begin to listen to you and your ideas.

### THE SIX MOTIVATORS – IN BRIEF

There are six work motivators or filters through which people process information and make decisions.

- Theoretical: a passion to discover, systematize and analyze; a search for knowledge
- Utilitarian: a passion to gain return on investment of time, resources and money
- Aesthetic: a passion to achieve self-actualization, balance and harmony in one's life
- Social: a passion to eliminate discord and conflict in the world and to assist others
- Individualistic: a passion to achieve position and to use that position to influence others
- Traditional: a passion to pursue the higher meaning in life through a defined system for living

*"People do things for their reasons, not ours."*  
Bill Bonnstetter

### VALUING WHAT MATTERS

Once you are aware of the dominant motivators contributing passion and purpose to your life, you will be able to understand what drives your actions, as well as what causes conflict. Applying an understanding of motivators to your relationship with others enhances your ability to influence decisions and actions. Understanding the tensions between some of these motivators helps team members decode conflict within relationships and teams. When we speak to the natural motivators of people, we effectively engage them in what matters to them. When we are not aligned, we often experience disconnects and conflict.

### PROGRAM OBJECTIVES:

- Understand each motivator and the interaction between them.
- Know which motivators drive your life, actions and decisions.
- Recognize the driving motivators in others' lives.
- Learn to influence more effectively by engaging the driving motivators that matter to your audience.

### RESULTS AND BENEFITS

The knowledge you gain from the **Influencing for Results** workshop and the Motivational Driver assessment report will help you:

- Know the WHY of your automatic responses
- Make choices with an understanding of what drives your underlying passions and those of others
- Understand elements of conflict in your life
- Gain the flexibility to see the world from different perspectives or viewpoints
- Increase your satisfaction and fulfillment in life
- Understand yourself, others, and relationships better





## LEADERSHIP ACUMEN AND COMPETENCIES

### BUSINESS SUCCESS DRIVEN BY TALENT

Hiring decisions, job performance, team cohesion, and retention of employees are increasingly important organizational success factors. Additionally, intellectual capital represents a greatly increasing share of a company's competitive advantage. This is true because more and more of our work centers on idea formation and the customization of products and service. For these reasons, effective leaders must find better ways to assess, develop and retain key talent.

### THE WHAT BEHIND YOUR BEHAVIOR AND ACTION

In this **Leadership Acumen and Competencies** workshop, participants identify their key job deliverables and how they contribute to the mission of their organization. In context of those deliverables, we use the Acumen Capacity Index report to help individuals understand how they and others interpret, analyze and judge problems and opportunities. An additional tool, the Competency Indicators predict an individual's capability across 25 soft skills. Together, these reports provide rich insight into individual and team skill strengths and how to leverage those strengths to deliver results.

### THE SIX THINKING STYLES – IN BRIEF

#### External Awareness

- Relational Proficiency
- Operational Excellence
- Strategic Thinking

#### Internal Awareness

- Self Worth
- Role Clarity
- Self Direction

### 25 SKILLS MEASURED

CONCEPTUAL THINKING	LEADERSHIP
CONFLICT MANAGEMENT	NEGOTIATION
CONTINUOUS LEARNING	PERSONAL ACCOUNTABILITY
CREATIVITY	PERSUASION
CUSTOMER FOCUS	PLANNING & ORGANIZING
DECISION MAKING	PRESENTING
DIPLOMACY & TACT	PROBLEM SOLVING ABILITY
EMPATHY	RESILIENCY
EMPLOYEE DEVELOPMENT	SELF-MANAGEMENT
FLEXIBILITY	TEAMWORK
FUTURISTIC THINKING	UNDERSTAND AND EVALUATE OTHERS
GOAL ACHIEVEMENT	WRITTEN COMMUNICATION
INTERPERSONAL SKILLS	

### VALIDATION

The assessments utilized in our Blueprint LEADERSHIP workshops have been highly validated and time tested. They meet the rigorous standards for the Equal Employment Opportunity Commission (EEOC). Targeted Training International and the Hartman Institute are credited with the development and validity of the Acumen Capacity Index and Competency Indicators.

### THE BOTTOM LINE

Getting the right people on your team is paramount for every organization. High performance emerges when teams leverage strengths and compliment weaknesses. This workshop helps leaders and teams understand diversity of thinking styles and how to leverage competency strengths for individual, team and organization success. Using a personalized report, participants identify their strengths and teams understand how to leverage those strengths for maximum performance and job satisfaction.

### APPLICATION

This knowledge can contribute successfully to a number of business processes requiring effective talent management, including:

- Selection
- Employee Development
- Team Development
- Strategy Execution
- Performance Development
- Career Development
- Succession Planning