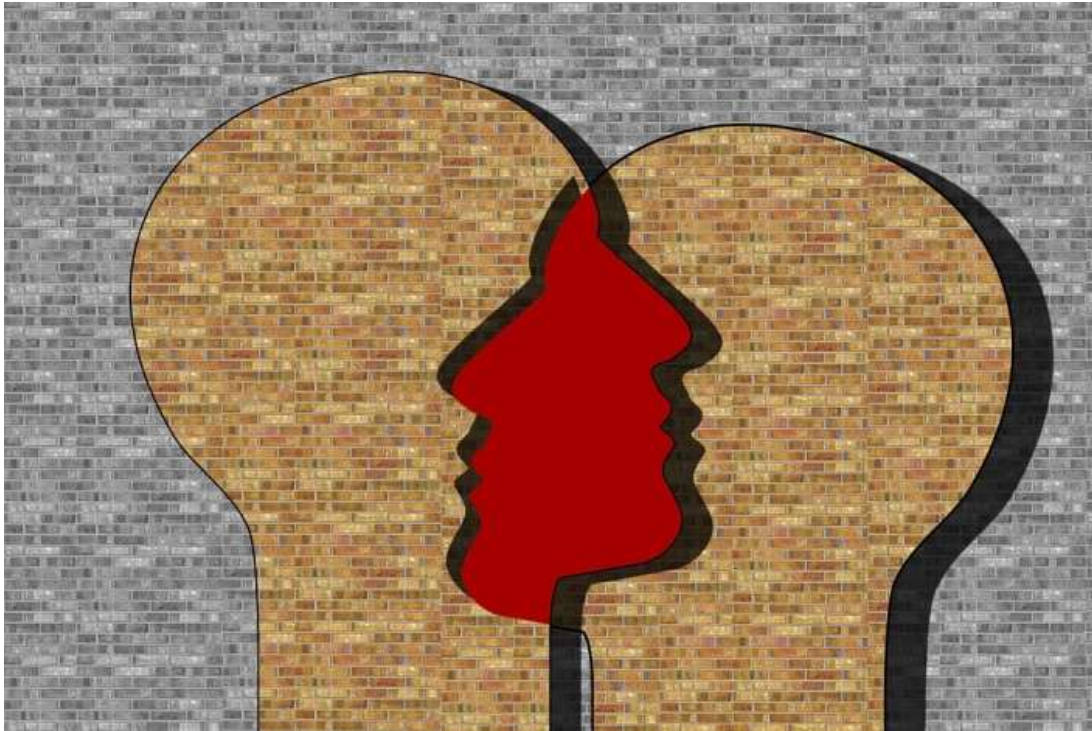




DELIVERING SUSTAINABLE GROWTH WITH TRACTION



A COMPREHENSIVE TRAINING STRATEGY

Communication Training

*Thought Provoking
Action Oriented
Practical Guide*

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Do people listen to you when you talk?

Are you conveying the right message?

Do you know how to take charge of a conversation?

Can you give effective feedback?

If not, would you like to:

- Understand the fundamentals of communication
- Learn to hold every conversation with Emotional Intelligence
- Grasp the different forms and types of communication
- Study what makes communication effective
- Learn the power of inquiry.
- Understand how to really listen to co-workers, customers and clients.
- Build Trust, relationships and influence with your team members.
- Know how to manage differences and conflicts.
- Create Win-Win Situations
- Get Personalized, Experiential communication training



Our Vision

Create a workplace where:

- We “Get 100%, out of 100% of the Employees, 100% of the time” - James O. Rogers
- There is excellence in the workplace experience
- Productivity thrives
- Individuals adapt to unforeseen circumstances
- Senior team works toward a shared vision of success
- Team members feel recognized, and receive support within the organization.



Our Commitment

We understand that you are embarking upon a major initiative where your main focus is on improving emotional intelligence in your organization. We are also aware of the importance of this initiative.

This proposal is based on our current understanding of your organization and needs. We have yet to determine the specifics. At this point we don't know what we don't know.

We will customize it to reflect the findings of our analysis, talks and discovery.

We are ready to impress upon you that we have the drive and determination to fulfill your objectives for this project.



Encore's Philosophy

RESPECT the individual.

We recognize that every group includes a wide range of individuals with differing needs and abilities. We work to create and maintain an atmosphere of openness and trust, and we value each individual's contributions.

DO RIGHT by the customer.

We always do the right thing. We strive to make every interaction with ENCORE a positive, friendly, and warm one. We care about our clients and want them to succeed, so we are always prepared to go above and beyond for them. We work to add exceptional value to every program or presentation.

LIVE with integrity.

Integrity isn't a 9 to 5 job for us. We put our core actions into practice every hour of every day. Living with integrity also means that we operate with consistency: What you see is what you get. What we say is what we do.

PROVOKE thought.

We train for lasting change and results. We can't get that if we don't make our process an active one. We don't bring about change if we do the thinking for our clients; so rather than provide answers, we offer tools that help people figure things out for themselves.

ENCOURAGE positive disagreement.

Organizations that stuff offices full of people unwilling to give honest opinions can't grow and maintain their vitality. We train our clients to welcome conflict and teach them to use it as a constructive force. Open dialogue, different ideas, and fresh perspectives are welcome and desired in all of our workshops and engagements.

SHOW, don't tell.

We recognize the many different ways individuals learn, and listening is only a small part of the process. All of our programs include active, hands-on learning to help participants boost their performance.

Why Encore

- Not just a Vendor but a **Partner** in your progress
- Our pre-training Comprehensive Assessments
- Experiential and Active learning vs Passive Learning
- We make learning a Fun Experience
- We show not just tell
- We Provoke your members to think
- Behavior Changing experience

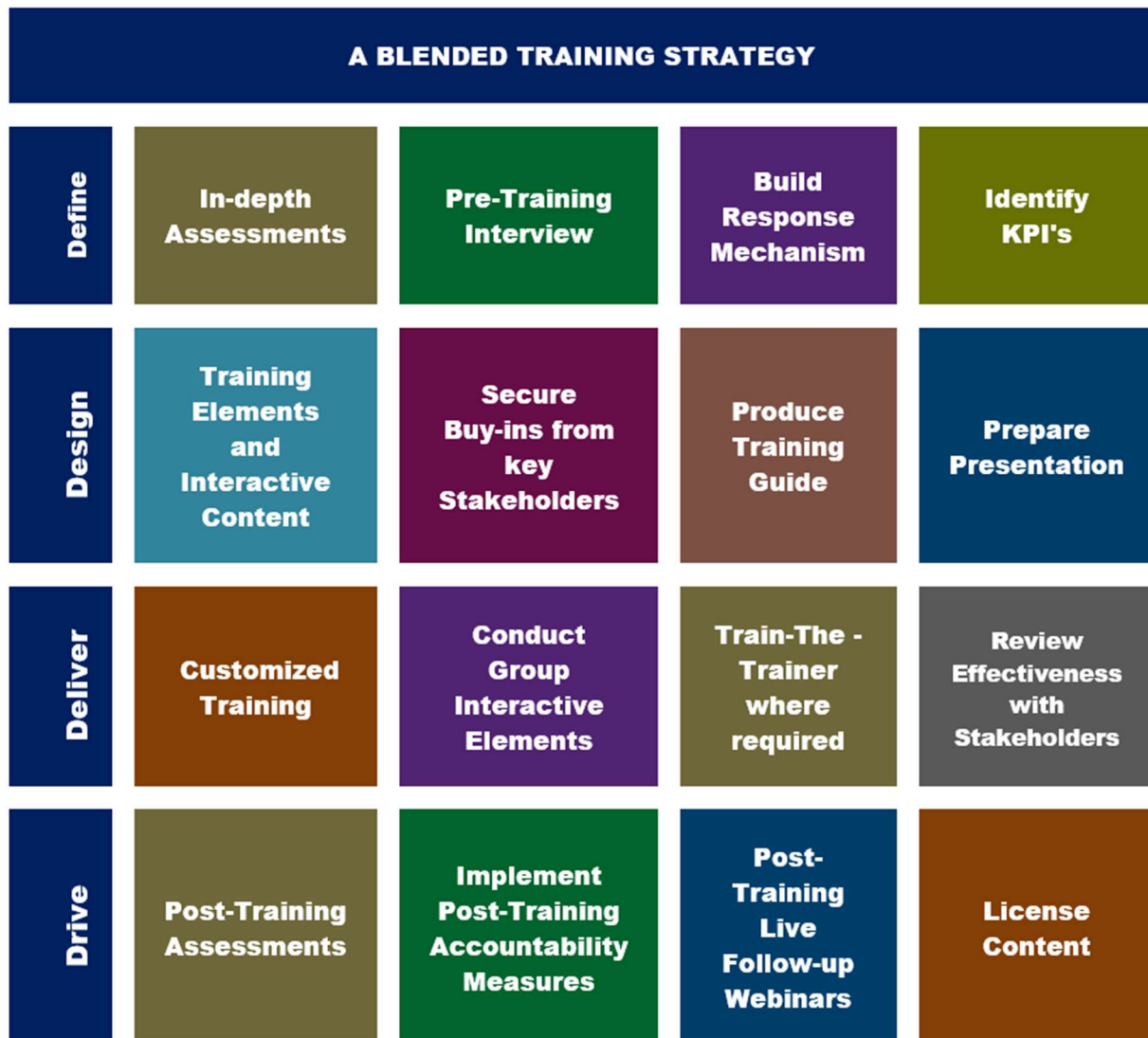


Our Approach

Strong teams are not created overnight. They aren't formed by policy, procedure, or measuring key performance indicators (KPIs).

High-performing cultures have alignment in values and mission. They build an environment where employees can bring their best to work in order to yield a high performing organization.

Our intention is to have a behavior changing transformation in your organization. We've seen organizations transcend their cultures and ignite success time and time again. Our goal is to provide an experience that builds confidence and gives the tools to begin one of the most important journeys in your organization's history.



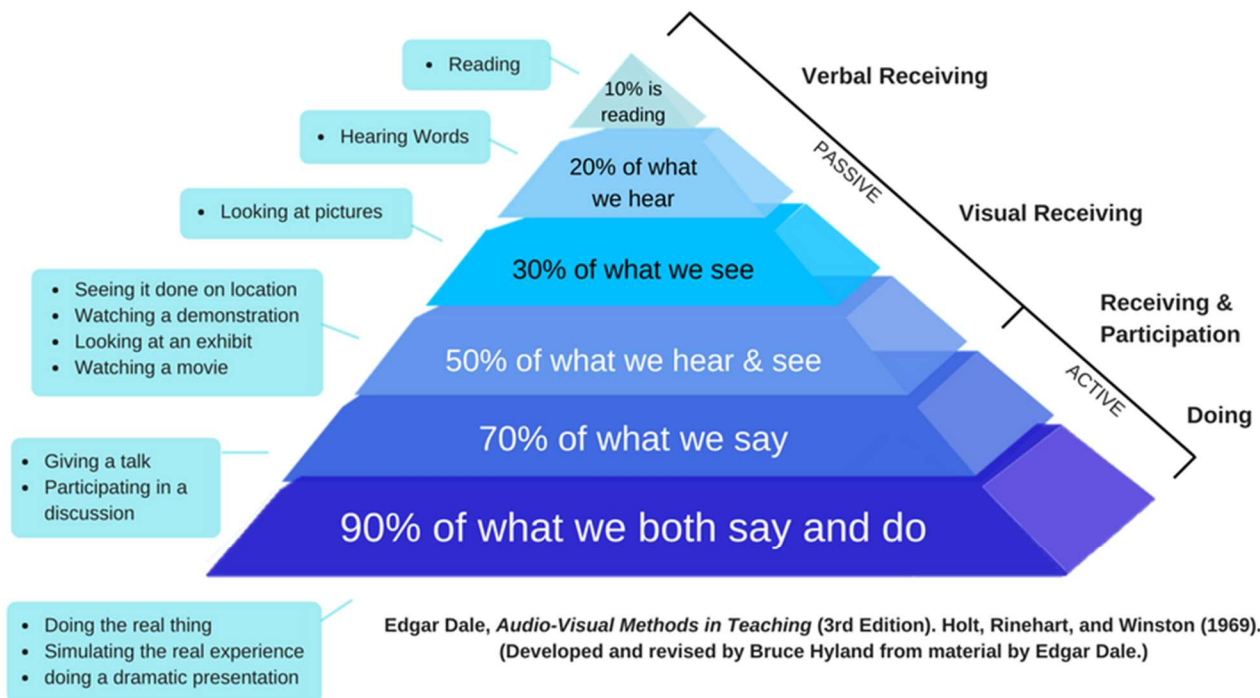


Encore's Unique Techniques

- Culture and language integration. We will integrate your company's unique language into our training. Terms and particular situations exclusive to your company will be implemented as well.
- We incorporate the best of the East and West with our Wholistic approach.
- As a small company we are agile and adaptable to your company's schedule and training needs.

Cone of Learning

We Tend to Remember Our Level of Involvement





Topical Outlines

INTRODUCTIONS AND WARMUP

- Review Objectives of this training
- Meet and greet – Warm up exercise
- How we learn
- How to have fun on the job
- Individual Exercise: Thought provoking questions

FUNDAMENTALS

- What is Communication?
- Why is it Important?
 - Self-image
 - Improve relationships with others
 - Help success in business
 - Master important life skills
 - High esteem by others
- Group Activity: Building Rapport Starts with Hello

COMMUNICATIONS STARTS WITH EMOTIONAL INTELLIGENCE

- How mind works
 - 3 levels of brain
 - The two You's
 - Thoughts and memories
 - Multi-tasking
 - 4 functions of the mind
 - Different types of Intelligence
- Group Activity: Brainstorm what is EQ
- The Big Picture - Harmony of the mindset
- EQ in Workplace
- Key Attributes
 - Self-awareness
 - Staying in the present
 - Taming the Shadow (Dark side)
 - Empathy
 - Understanding of others
 - Walking in the other person's shoes
 - Exercise in Pairs - Understanding

COMMUNICATION

- What makes communication effective
- The power of persuasion - Ethos, Pathos & Logos
- How to take charge of a conversation
- Creating value in your conversations
- Speeches and presentation
- Group Activity – Yes/And
- How internal communications effect external communications



- Positive Emotions and its effects
- Negative emotions and its effects

TYPES OF COMMUNICATION

- Conversation
- Dialogue
- Argument
- Debate
- Group [Activity: Pro/Con

HOW WE THINK – THREE TYPES OF THINKING

- Impromptu speaking – Thinking on your feet
- Critical thinking – Deep thinking
- Creative thinking – outside the box thinking
- Group Activity: Circle up

YOUR MESSAGE

- Elements of face to face communications
 - Words
 - Voice
 - Gesture
- What are You Really Saying?
- Over the phone
 - Tone of your voice
 - The 6-step call process
 - Creating a memorable phone call
- Written
 - Subject lines
 - Tone of your email
 - Keeping it clear and brief
 - Proof reading
- Activity

BODY LANGUAGE

- Open
- Relaxed
- Good posture
- Facial expression
- Eye Contact
- Activity: It's Not What You Say

POWER OF INQUIRY – PROBING

- Asking High-Yield, Thought-Provoking Questions.
- Discovering Functional Wants and Needs (aka: pain areas).
- Obtain and Clarify Information
- The art of Questioning
- Show Interest



- Provoke Thought

LISTENING

- Types
- Techniques
- Benefits
- Group Activity: How Good of a Listener are You

IMPROVING YOUR INDIVIDUAL PERFORMANCE

- Ability to choose:
 - Reaction
 - Response
- Right Mindset
 - Power of Habits
 - Role model behavior
- Mody's 5 A's OF Behavior change

BUILDING TRUST - RELATIONSHIP AND INFLUENCE

- What is Relationship
- Power of influence
 - Identify your areas of concern
 - Build your influence (model)
 - Actions you can take to increase your influence
- Trust is earned
- Being a magnet - Uniting & Bridging
- Reinforcing Shared Goals
- Understanding their Personality style
- Class discussion: Share actual situation

GIVING AND RECEIVING FEEDBACK

- The sandwich method
- Power of appreciation
- Being constructive vs. critical
- Establishing clear expectations
- Understanding the personality of others
- Documenting performance
- Developing an accountability culture
- Avoiding unwanted feedback and suggestions
- Taking the right action at the right time – Respecting privacy
- Practicing humility (absence of ego)
- Group exercise: Yes/and

MANAGING DIFFERENCES AND CONFLICTS

- Identifying sources of conflict
- Understanding others with empathy



- Bias, prejudice and stereotypes – how to deal with it
- Suspending judgments – getting the complete picture
- Causes of conflicts & dissatisfaction
- Dealing with Difficult People
- Dealing with different personalities
- Dealing with Negative Emotions
- Keeping communications S. A. F. E.
- Maintaining control and keeping cool
- Group demonstration: Pro/Con

MANAGING MEETINGS

- Group Exercise - Effective vs. Ineffective meetings
- Importance of having an agenda, a Chairman and a timeline
- Pre-defined outcomes are a necessity
- Difference between a conversation, debate, argument and a dialog
- Who should be in the meeting and their pre-defined roles?
- Providing context for the meeting & communicating the agenda
- Select topics that effect the entire team
- Roberts rule of Order
- Seek input from team members
- How long should a meeting last?
- Ending meetings with a game plan, action item and follow-up strategy
- Group activity: Debate – Meetings are toxic?

CLOSING:

- Finalizing your personal SMART Action plan
- Recap and review

Note: The above is just a representative of some of the topics we include in the training. It is much more than a day's worth of training. All topics will be customized to your situation and needs once we do a needs Assessment.



Interactive & Experiential Learning

Active Rather Than Passive Training:

Our training combines hands-on, interactive elements including group discussion, engaging group activities, visual aids, live speaking, and role-playing exercises. This active approach to training has been proven to increase understanding & retention for maximum results.

A Boutique Training Company:

We deliver a fully customized learning experience which aims at the heart of your specific needs and challenges rather than taking a one-size-fits-all, out of the box approach.

The key to learning that results in meaningful behavior change is creating an interactive session that uses learning techniques that actively engage participants. To this end our sessions use storytelling, humor and movement to enhance the dissemination and assimilation of core learnings. This is in addition to leveraging the following tools and methods to engage learning:

1. Group Discussion and Brainstorming – Facilitated discussion to provoke thought, encourage participant contribution, share resources and stimulate learning in a safe environment
2. Method Demonstration – Instructor demonstrates skill sets for participants to aid in understanding, to stimulate student interest and to provide a model to follow
3. Practice – Students put to action in real-time new skill sets
4. Cooperative Learning – Working in cooperative groups, gaining from each participant's efforts creating an atmosphere of achievement
5. Role Play – Requires active involvement of participants and provides a safe environment to test new skills
6. Individual and Small Group Activities – Learning through self-assessment and reflection and through peer collaboration to come to great understanding through participants' efforts
7. Visuals – Reinforces key learning points, improving audience participation
8. Case Studies – Review actual cases that demonstrate the challenges leaders face and the choices that are made.

***"Tell me and I forget.
Teach me and I remember
Involve me and I learn."***

-Benjamin Franklin-



Post Training Outcomes

There are a number of ways we can measure the efficiency of the training in the long run:

- Business Impact
- Behavior Observation
- Learning outcomes
 - Knowledge
 - Skills
 - Attitude
- Reaction – Participation Satisfaction
- Level of Interaction
- ROI
- Improvements in internal and external communications



We will assist in installing an effective measuring mechanism after our Discovery and assessment stage.

Optional Follow-up for Long-Term Effect

(A multi-layered post training approach to keep up the momentum after the training)

1. **Free** Executive meetings for review of feedback and monitoring mechanism till the completion of this program
2. **Free** post training off-line support to each individual Trainee up to 30 minutes when requested by them till the completion of this program.
3. **Optional** Live or Pre-recorded Webinars ending with an action item. Individual continuing learning at all levels to keep up the momentum This will include reinforcement of the universal principles and additional items that could not be included in the training.
4. **Optional** Half day onsite Supervisor and Department Leader coaching sessions. These sessions will train leaders to conduct training for their respective groups as needed for their department. This will be a tailor-made approach for the Organization based on the unique needs and outcomes expected.



How to Make Training Stick

Success Factors

1. Alignment of Vision, values and philosophy
2. Buy-ins across the board from senior management
3. How much ownership each employee will take
4. Motivation and role-model behavior coming from top to bottom
5. Defining individual roles in this initiative
6. Improved communication between all levels and departments
7. Class evaluations
8. Installing a system of quantifiable measurements (KPI's) to assess the progress
9. Accountability from all levels of the workforce
10. Transcending barriers and unexpected occurrences

Success Factor Ranking

Training That Sticks

Research has shown that management makes the biggest difference when it comes to the success of training their teams. Follow this chart to see where the priorities really rank.

	Before	During	After
Management	1	8	3
Trainers	4	2	9
Trainees	7	6	5

Management is the most important link in the process of helping employees retain what they learn from a company's training efforts.

**Bob Pike, 1992*



Benefits of our Offering

1. Robust pre-training Assessment
2. Thorough brainstorming with executives before the training
3. Experiential and Active training
4. Experienced Instructors

Benefits to your Organization

1. Manage Effectively
2. Positive Environment
3. Top-down Initiative with Role Model Behavior
4. Confidence that the Vision is Clearly Communicated
5. Harmony within the Organization
6. Positive behavioral change

Benefits to your Team

1. Positive Learning Environment
2. Experiential Opportunities
3. Thought Provoking Process
4. Works the Little Gray Cells
5. Improved Retention of the training





Next Steps:

To get the most out of this customized training program, follow these steps:

1. Read the topical outline in the previous pages
2. Give us a call to discuss
3. Discuss the pricing with us
4. Get the necessary approvals for this training
5. Select topics you believe are most important for your organization or let us plan a comprehensive package
6. Secure the delivery dates
7. Determine a discovery and pre-assessment call with our trainers
8. Now relax – we will do the rest.

Don't hesitate to reach out if you have any questions!
Call us at 678-766-6666 to discuss.

