EVOLUTION U

Business Psychology for a Better You™

Language & Communication Business Suite

NLP Communication Skills • High Stakes Communications
Presentation Excellence • Sales Effectiveness • Building Trust
Negotiation Theory • Persuasion Psychology •
Personality Profiling • Leadership & Management

Language & Communication
Business Suite

The Evolution-U Language & Communication Business Suite is a comprehensive 5 stage communication programme designed to introduce and install the critical thinking and skill sets that will enable executives to excel in communications throughout their career.

Interpersonal Communication Effectiveness (ICE) 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.
This course is available in half-day, full day or two-day modules, for up to 12 people. Additional participants quoted upon request. Level: Foundation.

Presenting Like a Pro (PLP) This intensive one day training draws on leading research in the areas of linguistics, psychology and public speaking to bring together powerful content to teach the key skills required to present like a pro.
This course is available one full day module, for up to 4 people. Level: Advanced.

High Stakes Communication (HSC) This intensive one day training draws on world leading research in the areas of linguistics, coaching, leadership and psychology to bring together powerful content for managing critical communications where the stakes are high, there is a difference of opinions, and emotions have the potential to derail agreement.
This course is available in one day module, for up to 12 people. Additional participants quoted upon request. Level: Advanced.

Leading Teams & Inspiring Audiences (LTI) is an advanced module for senior management who have already taken PLP. Using principles derived from psychology, leadership theory, linguistics and leading experts in the fields of coaching and public speaking, this one day training develops skill sets required by senior managers and team leaders to inspire others to improve business performance and personal relationships.
This course is available in one day module, for up to 4 people. Level: Expert.

All courses can be taken independently of each other, there are no prerequisites for any of these trainings.
LTI is advanced content targeting middle to senior executives and participants would benefit from first attending the PLP module of the Evolution-U Language and Communication Business Suite.

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.

The Soft Performance Wheel™

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

Client Testimonials

Course: ICE

*"**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

Course: HSC

*"I want to recommend this course to colleagues and other institutions (other consulting firms, IBs, corporates, MBA students, etc). Through the High Stakes Communication training, we were provided with **very well structured techniques to deal with tough situations** in a business setting. It was also helpful to increase the awareness in the subtle micro messages that might have a great impact on the team's performance. The training was effective as we had many group sessions to digest the concept and discuss in a group to apply the methodology into the real business situation- how to discuss sensitive topics, finding common ground via Shared Pool, maintaining safety in a tough situation, etc."*

S. Kim, Associate,
US Management Consulting Group

*"This is **very effective tool** to be used on day to day basis."*

Mochida, Director,
US Management Consulting Group
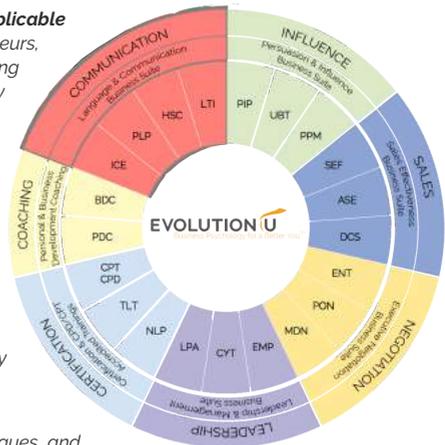
Useful ★★★★½ 4.55
(2,432 responses)

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

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

Interpersonal Communication Effectiveness (Code: ICE)

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.

This course is available in half-day, full day or two-day modules, 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 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, 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 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.

Presenting Like a Pro (Code: PLP)

Course Outline

This intensive one day training draws on leading research in the areas of linguistics, psychology and public speaking to bring together powerful content to teach the key skills required to present like a pro.

At some point in their career, most executives find themselves in a position of seniority requiring them to stand in front of clients or management and deliver presentations at a level commensurate with their title. Unfortunately it's not that straight forward; without training in public speaking, a well structured presentation and an appropriate amount of confidence, even the most senior executive can struggle to do themselves justice. Fortunately, this can be fixed quickly by understanding and practicing the theory and techniques taught in this training.

Learning Objectives

By taking this course, participants will;

- Learn a framework for building and presenting effective and engaging presentations that keep the audience hooked and wanting to hear more.
- Understand the psychology behind presenting; why so many people struggle to stand in front of an audience and how to take back the initiative.
- Develop awareness of 4 components that assist in being in control during a presentation and constitute a well delivered presentation.
- Identify their own weak spots and address them in class with the instructor and other students.
- Be able to develop story lines to make even the most mundane of subjects interesting and engage the audience.
- Be required to present multiple times during class, being recorded by both video and voice analytics software and receive structured feedback on their progress.

This course is available one full day module, for up to 4 people due to the requirement for individual presentations, video review and custom feedback.. Level: Advanced.

Course Content

Well Structured Presentations:
Instructor led session introducing well researched and utilised presentation structure designed to give participants the basic tools for developing effective presentations.

Exercise # 1 - The First Reading:
Students are given a passage to read in front of the class which forms the basis for initial analysis of technique leading into the introduction of tools and skill sets for improving our public speaking ability. Both spoken performance and body language are analysed with the use of video playback.

The Psychology of Presenting:
Many senior executives, despite their subject matter expertise, freeze when speaking in front of audiences, their peers or management. In this section, the underlying psychology that prevents us from being at our best in public speaking and presentation situations are analysed and tools introduced to help the executive overcome such limitations.

The 4 Secrets to being in Control:
By understanding some simple principles it is possible to take back the feeling of control when giving presentations and speaking in public. In this section, we analyse four of these principles; rate of words, cadence, the use of silence and the power of simplicity.

Case Study - Two Different Speeches:
A comparative analysis of two speeches using speech analytic software and class discussion to highlight the key learnings to date in the training and introduce new content on making speeches engaging.

The Power of Pausing:
An analysis of the 4 dimensions that skilled use of pausing can deliver to a presentation or speech.

Exercise # 2 - The Second Reading:
Attendees present a prepared speech (max. 500 words) that they will have received instructions on prior to class. The participants will be given 15 minutes to rework their presentation based on the skills taught so far in the training. On this occasion the participants presentation will be ran through the speech analysis software and results shared for reflection.

The Art of Storytelling:
The skilled presenter can make even the most mundane subject matter dynamic and appealing. In this instructor led session, approaches to developing a story line and thereby capturing the audience's attention are introduced. This technique is used by all great orators and leaders to inspire and influence.

Exercise # 3 - Putting it all together:
Participants are given a subject matter on which they are comfortable to develop a compelling two-three minute speech on which they are peer assessed using the Evolution-U Speech Evaluation Form. The feedback delivered to each participant is documented and provides an invaluable reference resource for future such presentations.

High Stakes Communications (Code: HSC)

Course Outline

This intensive one day training draws on world leading research in the areas of linguistics, coaching, leadership and psychology to bring together powerful content for managing critical communications where the stakes are high, there is a difference of opinions, and emotions have the potential to derail agreement.

High Stakes Communications may include any of the following;

- high stakes outcomes
- business critical content
- emotional risk
- potent disagreements
- conflicting non-verbal indicators
- judgment and bias

Learning Objectives

By taking this course, participants will:

- develop awareness of the non-verbal indicators known as 'micro messages' which can impact perception and turn conversations into difficult conversations;
- identify the traits of critical communications and learn the Critical Communication Methodology to help avoid conflict, promote understanding, and generate acceptance;
- learn a structured approach for dealing with critical communications; how to make it 'safe' to bring up sensitive or disagreeable material, gather information, promote collaboration and influence the outcome.

This is a one day instructor lead training with video support, individual and group exercises, role plays and tests. Participants will be expected to contribute actively and share ideas during the session.

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

Course Content

Section 1

Micro Messages Introduction
Micro messages are signals that people send via facial expression, body language, tone of voice and verbal inflection. Micro messages may be subtle, or as is often the case, not so subtle and impact the way we feel about each other by effecting perception. Micro messaging theory has been adopted by many Fortune 500 companies at senior management levels as a tool for enhancing management and team dynamics resulting in improved performance and financial results.

The Organisation Impact of Micro Messages
Micro advantages can have a significant impact on employee performance, commitment, loyalty, and output – especially when 'bestowed' by those in positions of authority. The study of micro messages therefore lies at the core of organisational performance. Understanding how small changes in personal communication, both verbal and non-verbal can impact perception and performance is a key element of breaking down invisible barriers to performance and improving relationships.

Identifying Micro Messages
This section of the training introduced the six crucial variables checklist for micro messages and focuses on techniques for developing awareness of our own and others micro messages. Video, role play and case studies are used to develop awareness and draw out the principles.

Micro Messages and Leadership
Micro messages fall into two categories; Micro inequities and Micro advantages. We natural bestow Micro advantages on those we like and relate to, we smile, agree, nod, compliment, listen and give them the benefit of the doubt. When we do the opposite however and bestow micro inequities on others, we are often now aware of the damage we are doing and this lies at the root of ineffective leadership. One should never underestimate the impact an unaddressed micro inequity can have on a manager-subordinate relationship. When a hierarchical relationship exists, micro inequities from the senior to the junior are likely to impact the leader's effectiveness as well as the recipient's confidence, involvement and performance. Instructor led discussion and video analysis is used during this section.

Section 2

The Critical Communication Model
The root cause of many, if not most human problems lies in how people behave when they enter a critical communication which has any of the following three elements present; high stakes, difference of opinions and/or emotional content. Despite the importance of dealing with such critical conversations, we often back away from them because we fear we'll make matters worse.
Research shows that strong relationships, careers, organisations, and communities all draw from the same source of power; the ability to talk openly about high-stakes, emotional, controversial topics. In this session, the Critical Communications Model is introduced and sets the framework for the remainder of the training. The concept is simply that we don't have to choose between being honest vs. being effective. We can express controversial, even risky opinions and be heard without alienating others or risking relationships.

The Pool of Shared Meaning
The Pool of Shared Meaning is a crucial concept in building the critical communications methodology. Each of us enters dialogue with our own view, opinions, feelings and experiences which comprise our 'mental set'. Our unique mental set of makes up our personal pool of meaning. This pool forms a filter

through which we run interactions. It not only informs us, but influences our every action. As others enter the conversation, different pools of meaning may collide. This section discussed how the skilled at dialogue make it safe to add meaning to the shared pool so that we are exposed to more accurate and relevant information, and make better choices.

Reframing Our Stories
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 so we can analyse our 'Path to Action'; the process by which our stories create our emotions. If we can find a way to control the stories we tell, by rethinking or retelling them, we can master our emotions and, therefore, master our critical communications. Class exercises and case studies are used to build the theory in this session.

The Six Steps to Discussing Sensitive Topics
This section introduces a six-step framework for how to speak our minds without making people defensive, pushing too hard, backing off too soon, or regretting that we spoke. Using this framework allows us to be persuasive without being abrasive. 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.

Maintaining Safety in Dialogue
When people people feel unsafe in a dialogue, they tend to stray down one of two unhealthy paths. They either move to silence and withholding meaning from the pool, or to violence and force meaning in the pool. This section teaches participants to recognise such shifts, and to "recode" silence and violence as signs that people are feeling unsafe, build safety and maintain dialogue. Use of exercises and case studies facilitate the learning.

Leading Teams & Inspiring Audiences (Code: LTI)

Course Outline

This is an advanced module for senior management who have already taken level 2. The principles taught in the level 2 are built upon to maximise their impact at the advanced level.

Using principles derived from psychology, leadership theory, linguistics and leading experts in the fields of coaching and public speaking, this one day training develops skill sets required by senior managers and team leaders to inspire others to improve business performance and personal relationships.

A business relevant case study shall be developed by Evolution-U in collaboration with a senior client executive and used as a base case for participants to develop their own presentation using the tools taught. Please note a one month lead time prior to training date is required for development of the case study.

Learning Objectives

By taking this course, participants will:

- Learn how to use advanced linguistic techniques such as hypnotic language, metaphors and story telling to develop powerful content that captures the attention of your audience.
- Have a tool kit of personal development and coaching tools for use in managing, leading and inspiring teams.
- Understand the process of anchoring, how this is used in business and how to utilise the technique in an ethical and productive manner.
- Apply everything learnt to a business relevant topic and present in front of the class for review and critique.

This course is available in one day module, for up to 4 people due to the need for instructor time with each participant and role plays.. Level: Expert.

Course Content

Inspirational Leadership

As a business leader our success is critically linked to the performance and well being of our team. Simply being good at our own area is no longer sufficient, we now need to be able to motivate, inspire and manage different people with different drivers. Using advanced coaching tools and Neuro Linguistic Programming (NLP) based techniques for personal empowerment,

This section introduces a 'tool kit' of skills that can be used to develop and inspire teams to higher levels of professionalism, mutual respect and performance.

Hypnotic Language Patterns

The use of hypnotic language patterns as a means to influence one's perception and actions is prevalent throughout business. These techniques are used by executives, consultants and business leaders regularly. By understanding the theory behind the techniques and the main patterns, both of which are taught in this module, it is possible for the participant to identify when these patterns are being used against them, and with practice, to use the patterns themselves. The module includes exercises which allow the participants to create their own hypnotic phrase using the patterns taught

Anchoring

The principle of anchoring is derived from Behavioural Psychology. The basic concept is that by repeat exposure to a trigger which can be a word, action or experience, a neurological link is created that results in a predictive reaction. The applications of anchoring in business are widespread; in the areas of negotiation theory, sales, leadership and public speaking anchoring offers a subtle but powerful application. At a senior level it is just as valuable to be aware of how they can be used on you, as how you may ethically look to incorporate them into your own business practices.

The Power of Metaphors and Story Telling

Metaphors and Story telling are an extremely powerful tools for communicating concepts and ideas without encountering resistance from an opposing party. By analysing the theory and structure underlying metaphors and the power of story telling, this module teaches effective metaphor design and story telling techniques and how to embed them into dialogue resulting in more absorbing and inspiring delivery.

Bringing It All Together: Crafting the Message

The final session requires participants to apply all they have learnt, not only from this level 5 training but from any previous levels they attended, and zone in on their style of leading and inspiring others. Each participant will have time to develop, deliver and critique their presentation.

EVOLUTION U

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