EVOLUTION U
Business Psychology for a Better You™

Persuasion & Influence Business Suite

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

Persuasion & Influence Business Suite

The Evolution-U Persuasion & Influence Business Suite consists of three one day modules covering impactful content for making our messages more persuasive and influencing outcomes.

Persuasion & Influence Psychology (PIP) is based on the research of world renowned psychologist Dr. Robert Cialdini and his findings on creating contrast and the 'six underlying principles of persuasion'.
This course is available in half-day, full day or two-day modules, for up to 12 people. Additional participants quoted upon request. Level: Advanced.

Understanding and Building Trust (UBT) delivers a detailed analysis of trusted advisor methodology giving many tools for becoming a trusted advisor and developing deep business relationships.
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

Personality Profiling (PPM) is advanced content based on NLP research in the field of psychometric profiling and how to apply the principles in management, team leading, sales and interviewing.
This course is available in one day module, for up to 12 people. Additional participants quoted upon request. Level: Expert

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

PPM is advanced content targeting middle to senior executives and participants would benefit from first attending the ICE 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 Persuasion & Influence Business Suite is a focused offer of engaging soft skills trainings, providing **usable tools for better & measurable performance** praised by our clients*

Client Testimonials

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

Course: PIP

*"The **practical & proven techniques to activate and amplify results in business and personal interactions** and backed up by stories and anecdotes to reinforce key learnings. Thumbs up!"*

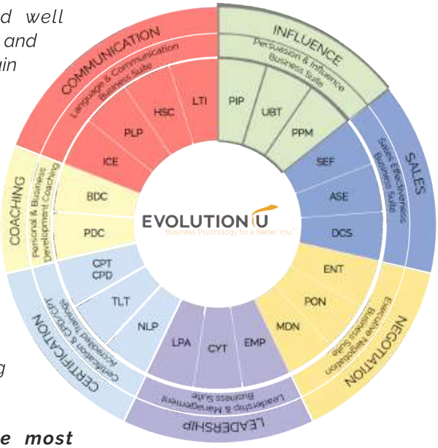
E. Wu, Global Accounts Manager, Cisco Systems

*"**Very relevant to day to day client facing business in investment banking**. Systematic and well constructed. Very good real life examples and personal experiences that helped explain concepts and ideas taught"*

E. Zhong, Vice President Global Markets, Credit Suisse

*"**If you are thinking this course is just for sales people learning how to sell, think again**. These are skills that can be applied in high level business meetings, in negotiations, in enhancing personal relationships and even in raising your kids! **Invaluable.**""*

B. Worthington, Head of Sales, Zurich International Hong Kong



Course: UBT

*"**The whole course was one of the most appropriate I ever been presented!** Excellent!"*

D. Zavagno, Managing Director, Gladstone Morgan

Course: PPM

*"**This is the best course I have ever attended.** I found the content of value and will try to use it in my business and personal life."*

M. Chen, Financial Manager, Glencore China Ltd

*"Absolutely fabulous! I am a happy person **knowing more about myself & people around me.**"*

Chief Risk Officer, Taiping Asset Management, Shanghai

Persuasion & Influence Psychology (Code: PIP)

Course Outline

This training is based on the research of world leading business psychologist Dr. Robert Cialdini. Over 30 years of research have uncovered six underlying principles of persuasion which govern whether we receive a 'Yes' or a 'No' to our requests. Understanding these principles provides a powerful skill set in positioning our proposals whether in a business or personal situations.

Learning Objectives

By taking this course, participants will;

- Learn the decision triggers and discuss the ethics of persuasion.
- Discuss three different approaches to using persuasion
- Utilise the principle of contrast in any influencing situation.
- Learn the 4-step approach to utilising persuasion. Understand the six principles of persuasion, identify which naturally exist in any influencing situation, and utilise them in an effective and ethical way.
- Apply each of the six principles to a specific situation in which the student would like to have increased influence. Be aware and act accordingly when people are trying to use any of the six principles of persuasion against you in an inappropriate or unethical way.

Evolution-U shall work with the client to develop a business relevant case study that can be used during the training as a reference point for application of the theory delivered. A lead time of one month prior to training is required to prepare the case study and access to a senior level resource will be required.

* participants shall be requested to complete a pre-course worksheet which will take approx. 30 minutes to complete and shall be used for this section after each of the six principles.

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

Course Content

Introduction to Persuasion
In this opening section we cover areas including the reasons for studying persuasion, triggers of persuasion, the ethical use of persuasion and the types of persuasion practitioners, good and not-so-good that we encounter in our business and personal dealings.

The Contrast Principle
The contrast principle is one of the most powerful tools available for use in sales, negotiation and market positioning. Based on the theory that what comes immediately before a request will influence the recipient's likelihood to agree to the request, this module looks at detail into the contrast principle giving instruction on how to apply the principle and requiring participants to come up with solutions to examples on their own and in groups.

Reciprocity
This module introduces and analyses the powerful principle of reciprocity which states that across societies, there is an obligation to repay what has been given to us. A series of examples and class exercises are used to demonstrate the different elements at play in the principle of reciprocity so that participants are in the position both to recognise when this is being used against them, and when they can use it to increase the chances of success on a given deal.

Consistency
Consistency is valued highly in society. People prefer to do business with people who are consistent in their approach to making decisions and closing deals. This module introduces the underlying triggers that create consistency allowing practitioners to import this principle into their business dealings so as to increase the likelihood of developing profitable long term business relationships. This module includes case studies and participant exercises.

Consensus
This principle states that we look to what others are doing as a means of gaining information on the correct course of action. There are some circumstances in which this principle is amplified or less prevalent. This module analyses the components influencing the principle of consensus and when it can be used to increase the likelihood of agreement to a proposal or sale. This module includes case studies and participant exercises.

Liking
People like to do business with people they like. This principle is pervasive across societies. There are techniques that can be used to increase the likelihood that one person likes another. This module introduces the principles which govern liking allowing participants increased ability to develop relationships with their clients. This module includes case studies & participant exercises.

Authority
We are all brought up with authority figures around us and in business the principle of authority continues to weigh on the way people make decisions. Sometimes authority is used to influence a decision in a way that is not appropriate. This module introduces how authority is triggered and used in day to day business dealings to increase the likelihood of a deal being struck, and when these uses of authority are appropriate and warranted. This module includes case studies and participant exercises.

Scarcity
The principle of scarcity is used regularly by businesses to position their product or service as more valuable than it is. Understanding how to utilise scarcity effectively and ethically is important to any business person in a competitive market. This module analyses the structure of scarcity and how to use the principle in business.

Cultural Variations
While all principles exist across cultures, the degree of importance each holds can vary significantly. This section studies the differences in cultural variation across the six principles and how to utilise these biases in applying the principles of persuasion.

Understanding and Building Trust (Code: UBT)

Course Outline

This training is based on the research of Trusted Advisor Associates who published their best-selling text 'The Trusted Advisor' in 2000 and introduced the Trust Equation, a method of formalising trust into a set of four variables which can be individually developed and improved. Trusted Advisor methodology is used by leading multi nationals globally for improving client relationships and developing higher margin business opportunities.

In this course, the key elements of being a trusted advisor and maximising your trust formula value are analysed using instructor presentation, group breakouts and case study. Open dialogue is encouraged to enable participants to benefit from the collective experience and wisdom of their peers.

Learning Objectives

By taking this course, participants will;

- develop a deep understanding of the benefits of trust and focus on business opportunities more effectively by focusing on the appropriate benefits from any client.
- understand the common traits of a trusted advisor and develop a reflective platform for assessing their own strengths and weaknesses in relation to the traits.
- learn the 3 basic skills of a trusted advisor and the 11 key principles in relationship building.
- become proficient in the trust equation developing a strong understanding of the structure of trust, how to identify areas of improvement, and how to maximise their individual trust scores.
- learn to apply the 5 stages in developing trust
- Once you have a client's trust that is not the end game; you have to maintain it. Participants will discuss techniques in maintaining trust.
- learn ten quick impact actions for gaining trust.
- learn the five guiding trust principles for client interaction.

After each section participant's will be given exercises and group breakouts during which the techniques are practised and applied to situations relevant to their business.

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

Exploring Trust

Introduction to the attributes, benefits and underlying theory behind trust. This section brings into the participant's awareness the real business importance of taking trust seriously and treating it as a core competence in financial advisory. Subject matter covered includes the benefits of trust & common traits of a trusted advisor.

The 3 basic skills of a Trusted Advisor

This section analysis the basic skills required to become a trusted advisor with the objective of giving participants the required tools for developing valued, long term relationships with their clients. Subject matter including how to earning trust, the process of giving advice effectively, Socratic learning and the 11 key principles of building relationships are covered.

The Structure of Trust

The Trust Equation and understanding how to operate within it's boundaries is the ultimate objective of this training. Based on leading research by Trusted Advisor Associates, this section introduces the Trust Equation and challenges participants to maximise their trust value in client interactions.

The Five Stages in Developing Trust

There are five distinct steps in the development of a trusted relationship: Engage, Listen, Frame, Envision, Commit. In this section each of these stages are analysed in turn, giving participants a structured foundation for applying the process of building trust in their business dealings. Participants are supplied the EFLEC worksheet and conduct an exercise using the worksheet for guidance to help develop the skillset for utilising the 5 stages,

Gaining & Maintaining Trust

Once trust has been gained, it cannot be taken for granted. This section discusses techniques for maintaining trust utilising the trust equation format and quick impact actions for gaining trust.

Personality Profiling for Management, Team Leaders & Interviewing (Code: PPM)

Course Outline

This is a Neuro Linguistic Programming (NLP) based training drawing from the research of the finest NLP minds over the past 4 decades.

The course is applicable to professionals in the fields of management, team leading and human resources, and for any client facing executives.

Learning Objectives

By taking this course, participants will:

- learn the process of developing rapport, the basis of all effective communication.
- develop the ability to pick up on the real meaning behind a response using the skills of sensory and communicative acuity.
- understand the Myers Briggs Type Indicator sets and how they correspond to personality types.
- learn the NLP technique of Complex Meta Programs, a series of questions structured to elicit specific behavioural understandings of a person's personality including;
    1. Predicting behaviours/actions based on thought processes
    2. Understanding personal preferences with respect to job assignments, work environment, position within a team etc.
    3. Evaluate how a person is likely to respond to and manage stressful situations
    4. Predict job longevity and likely response to change

- learn to elicit complex meta programmes in real life business settings.

Participants are encouraged to ask questions throughout the course and to actively participate. All presentation topics are supported by powerpoint slides throughout the course with additional use of role play exercise, tests and feedback sessions to fully involve the participants.

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

Course Content

Sensory & Communicative Acuity

A small change in communication can have a large impact and likewise small differences in how a message or response is delivered can give great insight to one trained in knowing what to observe and listen for. This section gives valuable communication based tools which aid in understanding what variations in response style may mean. Content including sensory acuity, delivery speed, eye patterns and selected linguistic markers are introduced and practised.

The Basic Meta Programmes - Myers Briggs and NLP

The Myers Briggs Type Indicator (MBTI) is the world's most established psychometric profiling test. In NLP, the 4 MBTI indicators are considered 'The Basic Meta Programs' and provide the basis of understanding personality and communication. This one hour section introduces MBTI and summary profiles for the 16 personality types possible under MBTI.

The Complex Meta Programs

Meta Programs are programs that control or make decisions about programs. In NLP terms, meta programs indicate general pervasive habitual patterns commonly used by an individual across a wide range of situations. In this training, we study 16 of the key psychometric profiling filters referred to as the 'Complex Meta Programs' which, when combined with the MBTI Indicators, provide a powerful and easily usable set of psychometric profiling tools for potential employees and existing team members.

Psychometric Profiling in 10 minutes

The final part of the training and what the content builds up to, is the application of the 'Evolution-U Meta Programs Test'. Participants are taught how to elicit a subject's psychometric profile using MBTI and The Complex Meta Programs within 10 minutes. All participants will experience being both the tester and the subject.

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Personality Profiling • Leadership & Management