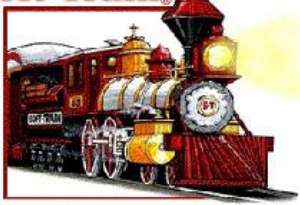


Soft-Train®



*At Soft-Train
Technology Works*

Interpersonal Skills for Managers (2 Days) ST00088

COURSE GOAL: Improve communications skills and every aspect of working relationships.

PREREQUISITES: None

LEARNING OBJECTIVES:

Upon completion of this course, the student will be able to:

- Solve problems by finding the real issue
- Make trade-offs without being a pushover on big issues
- Gain support for implementing you plans
- Minimize conflict and build group commitment
- Influence others and motivate them to profitable action

KEY TOPICS:

I. Impression Management and the Perceptions of the Public

- A. The Natural Laws of Perception : How People around You Perceive You
- B. The Path to Perception
- C. How Messages and Signals Enter Our Awareness
- D. What You're Up Against
- E. Deletion, Distortion and Generalization
- F. How to Communicate for Maximum Impact and Accurately Transmit the Message

II. Influencing People and Events: The Foundation for Success in Communication

- A. Developing Your Social Intelligence
- B. The Seven Keys to Social Intelligence
- C. How to Boost Your Social Intelligence Quotient in Only Seven Days
- D. How to Read People and Predict Behavior
- E. Human Message Decoding: An Entry-Level Primer
- F. Basic Instincts: Values, and Criteria that Define What Matters
- G. Mastering Values and Criteria Analysis to Find Out What Matters Most to Someone Else
- H. Factors that Make It Difficult to Read and

Interpret Other People's Attitudes and Behavior and How to Get around Them

- I. Pitfalls of Perception versus Windows of Observation
- J. Putting it All in Play: How the FBI Reads People

III. Engineering Buy-In and Gaining Compliance

- A. Buy-In versus Compliance
- B. Getting Their Attention and Keeping It
- C. How People Really Make Decisions
- D. How to Inspire and Motivate People for the Long Haul

IV. How to Master the Art of Storytelling for Personal and Professional Success

- A. Why People Are Influenced by Stories
- B. Putting It All in Context
- C. Learn to Structure and Tell Stories for a More Powerful Effect on Your Listeners
- D. Case Studies
- E. Five Techniques That May Help You
- F. True Change Doesn't Happen Overnight

V. Shortcuts to Influence: The Secrets to Changing Behaviors and Attitudes

- A. Persuasion without Manipulation
- B. What Makes People Change Their Behaviors, Attitudes, and Beliefs?
- C. The Science and Art of Changing Attitudes

- D. Learning Theory
- E. Dissonance Theory
- F. Elaboration Likelihood Model
- G. Ten Powerful Principles You Can Use to Get What You Want without Violating Your Conscience

VI. Secrets to Managing Interpersonal Conflict and Improving Relationships

- A. Common Causes of Interpersonal Conflict
- B. Differing Worldviews and Cultures
- C. Priorities
- D. Perception and Filters
- E. Power
- F. Values and Principles
- G. Feelings and Emotions
- H. Internal Conflicts
- I. How to Recognize and Prepare for Brewing Conflicts
- J. Good Conflict versus Bad Conflict
- K. Ten Powerful Ways to Resolve Conflict, Restore Harmony and Strengthen Interpersonal Rapport
- L. How to Nurse a Strained Relationship Back to Health

VII. How to Hold Conversations Nobody Wants to Have

- A. The Anatomy of a Difficult Conversation
- B. Preparing for a Difficult Conversation
- C. Craft a Clear Objective to Make Your Conversations Stronger and Obtain Results
- D. How to Deal with Emotional Outbursts and

- Negativity in Conversations
- E. How to Ask Questions That Build Receptivity and Trust
- F. How to Use Body Language to Send a Message of Compassion, Empathy, and Respect
- G. Summarize Your Conversations for Maximum Impact and Positive Conclusions

VIII. Why Self Branding Is No Longer a Choice and What Your Personal Brand Says about You

- A. The Difference between Branding and Controlled Branding
- B. Start Thinking in Terms of My Executive Presence, Inc.
- C. How to Develop Yourself into a Compelling Brand
- D. The Steps to Personal Branding
- E. What to Do When Your Personal Brand Takes a Hit

IX. How to Use the Internet to Build and Expand Your Personal and Professional Brand

- A. How to Take Advantage of Social Networking Site Such as MySpace and Facebook to Promote Your Brand
- B. The Future is Archived: How to Build a Consistent Brand that Keeps Building on Itself
- C. Be Authentic
- D. Be Likable
- E. Over Deliver
- F. Stand for Something

- G. Be Timely
- H. Be Unpredictable
- I. Create a Culture
- J. Get Involved
- K. Be Accessible
- L. Keep Your Promises
- M. How to Keep Your Brand Humming Online
- N. Innovation Matters
- O. Keep Talking
- P. Present Well

X. How the Media Create Meaning in the Minds of an Audience

- A. Top Communications Professionals Share Their Strategies
- B. Know Exactly What Your Messages Are
- C. Get Your Key Messages Across No Matter What It Takes
- D. Understand and Accept That Once You Say Something, It's True
- E. Spin: Why There Is No Such Thing as Unbiased Communication and What This Means to You
- F. The Rise of Spin
- G. There's No Such Thing as a No-Spin Zone
- H. They Choose the Topic of the Message or the Broadcast
- I. They Create the Title of the Message
- J. They Determine the Timing of the Message
- K. They Select Guests and Experts Who Share Perspectives
- L. They Edit the Footage, Image Content, and Quotes and May Omit Whatever They Choose

- M.** They Determine Camera Angles, The Close-Ups and Sometimes the Background
- N.** How to Frame Perceptions and Create Meaning with Words Alone
- O.** A Discussion of Ethics
- P.** Practicing the Art of Spin

- A.** Careless Social Networking
- B.** Compromising E-Mails
- C.** Controversial Blogging
- D.** Leaked Memos
- E.** Mistakes and Fabrications
- F.** Slow or No Reaction to Rumors and Criticism
- G.** Lack of Executive Presence on the Web

XI. How to Use the Media to Enhance Your Reputation and Raise Your Profile

- A.** It's A Sound Bite World
- B.** Mastering The Art of Q&A
- C.** Talking to the Media
- D.** The Importance of Grooming and Outfits

XII. Top Seven Secrets for Success with the Media

- A.** Accept the Invitation
- B.** Fashion Yourself as a Thought Leader
- C.** Mind Your Message
- D.** Create a Stunt
- E.** Write Something Worthwhile
- F.** Put Your Name on Something
- G.** Ride the Wave

XIII. Reputation Management: Your Good Name Is All You Have

- A.** You've Been Googled: What's the Verdict?
- B.** How the Innocent Can Take a Beating on Google
- C.** Why Search Engines Can Make or Break Your Reputation

XIV. The Seven Most Common Mistakes That Sabotage People's Reputation Online and How to Avoid Them

XV. Reputation Management

- A.** What Constitutes a Reputation Crises?
- B.** How to Recognize the Many Faces of a Potential Crises
- C.** Influential Bloggers
- D.** Dealing with Crises: How to Prevent the Smoke from Becoming a Fire
- E.** Reputation in Peril: A Road Map for Effective Crises Management
- F.** The Playbook: Top Strategies for Protecting Your Good Name