



Words That Change Minds LAB Profile Practitioner Certification

The ability to influence people is an essential leadership skill. This interactive workshop will enable you to detect motivation triggers in others and teach you the Motivating Language to maximize your impact and get results. Learn from the best-selling author of “*Words that Change Minds*”, and “*The Customer is Bothering Me*”, Shelle Rose Charvet.

Uncertain times do not mean leaders should behave with uncertainty. Now is the time to stand back, and rethink strategy: surviving in the short term while preparing the next major steps. And be ready to help others to become both strategic and engaged. This program is designed to help leaders inspire and motivate their employees as well as their customers.

This program will introduce the Language and Behaviour Profile (LAB Profile); a psycholinguistic tool that will enable you to understand, predict and influence behaviour, both for groups and individuals.

To get people to go somewhere with you, you need to meet them where they are and not just pretend they are already where you want them to be.

Go to their bus stop, and from their bus stop, invite them on the bus to take them where you want them to be.

The LAB Profile Practitioner Training has wide ranging applications:

- in business and leadership
- in training, consulting and coaching
- in marketing
- in human resources
- in customer services (Charvet's latest book is 'The Customer is Bothering Me: How to Change Attitudes, Improve Results and Grow Your Bottom Line')
- in sales
- and, of course, in life in general

The course will show you how to:

- Create communication strategies that reach into employee and customer minds and hearts
- Recognize the Below-Conscious Trigger Combinations that make people do what they do
- Understand, predict and influence behavior with individuals and teams
- Reduce resistance and increase buy-in to organizational change
- Know exactly what language to use – or avoid – to motivate and inspire
- Solve the most difficult and ambiguous communication situations
- Master the Language of Influence for any situation
- Make convincing presentations to even the most skeptical audiences
- Enhance your leadership style to save time and increase organizational performance
- Know how to develop the right approach to lead your key teams and employees

Program Highlights

■ **Gain support for organizational change**

How to successfully introduce change in “conservative” and other environments by matching the “Motivation Triggers” of the organizational culture in the language used to promote change. Decrease resistance to change.

■ **Diagnose your management and employees’ needs**

Learn how to listen to a conversation to determine the patterns which motivate your people. Find out if they need many choices or want one straight-forward process. Do they want to do something completely new or maintain their current activities? What kind of environment will dramatically increase productivity?

■ **Create compelling messages to reach your customers’ deepest needs**

Learn how to figure out what motivates your customers and how to communicate with them at a below-conscious level. Discover how to use easier marketing research to solve customer issues and increase response rates. Shorten your sales cycle.

■ **Use the Influencing Language to Maximize Your Impact**

Uncover the cues that indicate which language to use and to avoid. You will know in advance specifically what works (with whom) and what doesn’t. Gauge your impact by noticing verbal and non-verbal responses.

■ **Discover Words That *Change* Minds**

Each situation and each person or group is unique, so it is important to customize your language. Learn how to adjust your language quickly to any situation.

■ **Communicate with groups: Speaking from both sides of your mouth**

When you have to influence a group, many motivation patterns are running simultaneously. You will learn how to use more than one pattern so that you can reach everyone in your meeting.



Methodology

Delegates will learn the LAB Profile Motivation Triggers and Working Traits and how they apply to your current management challenges. The program is highly interactive and delegates will have many opportunities to try out the influencing skills, ask questions and plan how to implement ideas in their work.

The LAB Profile Practitioner Certification will enable leaders to use the LAB Profile Methodology for leading and managing teams, recruiting as well as sales and marketing.

Actions, Takeaways and Downstream Value

Delegates will be able to identify where, when and with whom they want to apply the influencing skills. Takeaways include strategies and tips for dealing with skeptical people, hints for demystifying complex communication issues and irresistible influencing language for sales and inspiring groups. Delegates will also know how to avoid the pitfalls of everyday and high stakes communication.

Downstream Value – Delegates will notice dramatically increased successes in their persuasion challenges, and problem prevention.

Optional Pre-reading – articles by Shelle Rose Charvet

Get Out of Mental Hibernation
The Motivation First Aid Kit
The Psychology of Mac vs PC
Upheavals and Downheavals

These articles are available at: <http://www.successtrategies.com/news-and-media/articles-interviews/>

Delegates will have access to the **LAB Profile Mobile Resource Site** for use on Blackberries, I-phones and other smart phones.

Shelle Rose Charvet is a Canadian expert on persuasion and influence. She works with organizations to help leaders inspire and motivate staff, help marketing and sales increase response rates and solve customer problems, train professionals in high stakes negotiations and presentations. She is an international NLP trainer, a Certified Speaking Professional and author of **Words That Change Minds: Mastering the Language of Influence** and **The Customer is Bothering Me: How to Change Attitudes, Improve Results and Grow Your Bottom Line**.

Shelle is recognized internationally as the expert on the below-conscious Motivation Triggers that cause people to take action.

She is a popular columnist, blogger and author on persuasion strategies. Please visit: www.theShelleblog.com ; www.WordsThatChangeMinds.com

Dates: June 10th, 11th and 12th 2010

Thursday, Friday & Saturday between 9.00am and 6pm

Venue: Hotel Gateway, Residency Road, Bangalore.

~~Investment £1,000 in UK~~

Investment in India: Rs. 31,000/- + 10.3% Service Tax

Group Discount for 3+ will be available

Ask for Early bird discount

Cheque/DD Send it in favour of Use Time (I) Pvt. Ltd. Payable at Bangalore.

For Registrations Contact:

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