Conscious Communication®

How to Bring Out the Best in People
(Even at Their Worst)
Dr. Rick Brinkman
CONTACT INFO & RESOURCES

Conscious Communication®
Keynotes & Trainings since 1980

IN-HOUSE TRAININGS, LICENSING OF FACILITATORS &
DO-IT-YOURSELF TRAINING KITS
Dr. Brinkman has worked with Fortune 500 companies
and government agencies for over 30 years providing
customized training and keynotes in the areas of commu-
nication, leadership, team building and customer service.

Dr. Brinkman has many forms of training and tools:
- In house small group trainings and keynote speeches by Dr. Rick.
- Licensing programs for your trainers.
- “Do-it-Yourself” training kits.
- An Online Course.
- Books, Audio seminars, Video seminars for individuals and in bulk.

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receive valuable articles on how to apply and hone your Conscious Communi-
cation® skills. Subscribe at http://rickbrinkman.com/enews

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PRIVATE COUNSELING SESSIONS
Dr. Brinkman is available for private counseling sessions over the phone. After
the phone session Dr. Brinkman creates a custom hypnotic relaxation audio for
you to transform your issues. You can change your reactions to anybody and
anything, you can change your attitudes, habits and even address the root
cause of physical symptoms.
To schedule or for more info write or call:
appts@rickbrinkman.com or 503-635-4145
Objectives

Learning objectives:

• Become a Conscious Communicator™ and recognize the cause-and-effect relationship between your communication/actions and the results you get from other people

• Identify the 10 most difficult behaviors and the etiology that causes them

• Begin to learn and utilize the strategies to prevent difficult behaviors and bring out the best in people at their worst
OVERVIEW: WHAT IS CONSCIOUS COMMUNICATION

Conscious Communication® is based on the belief that good communication skills are the foundation of relationships and the lifeblood of effective leadership, teamwork, and organizational performance. In general, people’s leadership and organizational effectiveness are a result of their ability to communicate.

The Hidden Cost of Unconscious Communication
In our research we found when under stress people may go into one of 10 “red zone” behaviors that cross all cultures and languages. They are:
- Whining and Negativity,
- Attacks and Tantrums,
- Sniping,
- Know-it-all and Think-they-know-it-all behaviors,
- Yes and Maybe behavior with it’s possible passive aggressive counterpart,
- Nothing behavior (complete withdrawal).

In stressful times people are more likely to exhibit these behaviors. To make it worse each person in the red zone, usually triggers a red zone reaction in others. Perhaps you have experienced how Know-it-all behavior in a meeting can shut down everyone else turning them into nothing people who no longer speak because the Know-it-all is too dominant, arrogant, and condescending.

Whining and negativity stem from a feeling of being helpless and hopeless. They feel out of control. In uncertain economic times these feelings can be prevalent. It can also be due to mergers, as one client of an international pharmacology company explained to me, where the people taken over feel helpless.

Even worse whining and negativity tend to spread like the flu through teams of people and before you know it becomes a group habit.

Sniping is another behavior can become a group habit. Sniping’s origin is in suppressed resentment or anger. Most of us have experienced how one department or team can have an ongoing sniping relationship with another. Consider the loss of time and productivity that these behaviors are causing.

BRINGING OUT THE BEST IN PEOPLE

A Conscious Communicator understands what causes these behaviors and therefore knows how to prevent them. Communication is like a phone number, you need all the digits and you need them in the right order. The Conscious Communicator knows the strategies to take people out of the “red zone” behaviors and prevent them from occurring.

They also know how to prevent it in themselves. They take responsibility for their own attitude and behavior.
**BUT WAIT THERE’S MORE**
As a Conscious Communicator takes responsibility for Communication Contexts.

**EMAIL**
A Conscious Communicator pays attention to the forms of communication and knows when to use them. Unfortunately email is too often used unconsciously when an interaction (face to face or phone) is really required. Email tends to be read quickly, written quickly, and edited poorly. Have you ever read an email the next day and found sentences in it that didn’t notice the day before?

Consider how much time is lost due to email misunderstandings, being concerned about what you wrote and how the reader will react, going back and forth clarifying what everyone really meant, only to discover an initial misunderstanding in the first place?

**MEETINGS**
Consider the loss of time and productivity in meetings. A Wall St. Journal survey found 98% of people agreed half their time in meetings is a waste of time. A Conscious Communicator knows how to apply the Meeting Magic® process to meetings, that prevents more assertive people from dominating, gets more passive people to contribute, maintains the focus, has everyone feeling heard, and creates an integration of points of view.

**EFFECT ON TEAMWORK**
When people learn Conscious Communication® together the results are exponential. Each person sees their role in the group dynamic and is compelled to take a little bit of responsibility for their behavior. That “little bit of responsibility” multiplied by a team of people reinforces everyone into positive communication patterns. Group behaviors like sniping, whining and negativity are a thing of the past.

**EFFECT ON LEADERSHIP**
A Conscious Communicator leader:

- Knows how to give feedback in a way people can receive.
- Uses conscious communication to structure meetings for maximum participation and focus.
- Even more important a Conscious Communicator leader knows how to take responsibility for setting an example of good communication. Albert Schweitzer once said, “Example isn’t part of leadership, it’s all of it.”
- She or he even knows how to neutralize group stress behaviors like whining, negativity and sniping as well as how to prevent them from occurring.

**OVERALL EFFECTS**
As you pay attention as a Conscious Communicator you will improve your ability to:

1. Communicate in a manner that prevents problem behaviors from occurring.
2. Move people out of the ten problem behaviors if they exhibit them.
3. Positively influence the behavior of your sphere of contacts on a daily basis.
4. Set a positive example for good communication.
THE FOUR CHOICES
1. Do nothing
2. Leave
3. Change your attitude
4. Change your behavior

GENERAL STRATEGY
1. Know what you want
   * context & relationship
2. Pay attention
3. Be flexible
Lens of Understanding: Green Zone Behaviors

The Lens of Understanding is from:
**Lens of Understanding: Yellow Zone Behaviors**

The Lens of Understanding is from:
*Dealing With People You Can’t Stand, How to Bring Out the Best in People at Their Worst*,
Conscious Communication®,
To Bring Out the Best in People

Lens of Understanding: Red Zone Behaviors

The Lens of Understanding is from:
Dealing With People You Can’t Stand, How to Bring Out the Best in People at Their Worst,
**Blending**

- Reducing differences.....
- Meeting people where they are

**Communication**

55% how it looks
38% how it sounds
7% what is said

When you are successful you are congruent
All channels - same direction
Conscious Communication®,
To Bring Out the Best in People

**e M@il**
1. “I am hallucinating freely.”
2. “Is email the best way to proceed?”
3. Take Time on your side
   - Reread
   - Read Out Load
   - Order of concepts - start positive
   - Use more paragraph spacing

**e M@il**
1. “I am hallucinating freely.”
2. “Is email the best way to proceed?”
3. Take Time on your side
   - Begin with intent
   - Second Opinion
   - Send to yourself
   - Quote: What are you answering?

**WHEN TO GO INTERACTIVE**
- Emotional content
- Gather info if more than x questions
- Concern as to how they will take it

**WHEN TO WRITE**
- Want to complete a communication and have concern about being interrupted or distracted
- Need to document information
- Communicate the same thing to a number of people
WHINERS

Goal: GET THEM TO PROBLEM SOLVE.
{OR...GO AWAY.}
1. Listen & Interrupt
2. Backtrack & Clarify
3. "What do you want?"
4. Assign/Suggest
   "Ways to Help"
5. Set future actions
6. Draw the line

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NO PEOPLE

Goal: Survive
1. Attitude Adjustment
2. Use them as a resource
   * Polarity Response
   * Project Positive intent
   * Group Negativity
How to Bring Conscious Communication to Your Teams

When people learn Conscious Communication® together the results are exponential. Each person sees their role in the group dynamic and is compelled to take a little bit of responsibility for their behavior. That “little bit of responsibility” multiplied by a team of people reinforces everyone into positive communication patterns. Group behaviors like sniping, whining and negativity are a thing of the past.

“To this day, one year later, people are still talking about the seminar and utilizing the skills.” Harry Olsen, Department of Corrections

“I never thought a one day communication program could change behaviors, but it’s been 9 months and things are still different around here.” Carolyn Strong, Xerox

3 OPTIONS:
1) An in-house training with Dr. Rick
2) The Do-It-Yourself Training kit
3) The Online Course with Team Facilitation guide.

The Training Kit: Designed as a do-it-yourself course for a team to do together. It includes:

* A 2.5 hour DVD video training by Dr. Rick
* A 169 page facilitators guide with instructions on how to use the video, discussion questions and exercises to do with the group for each chapter of the video.
* Individual participant’s kits consisting of:
  * A 150 page workbook, spiral bound desk reference, and a copy of the book Dealing With People You Can’t Stand, How to Bring Out the Best in People at Their Worst

The course is designed to be done in 8 weeks requiring less than an hour per meeting. Other options are also suggested.

The Online Course: Designed for individuals to do online and then meet as a team for practical discussions, exercises, accountability to apply the skills in their situations.

There are 14 classes of 30-40 minutes each. Each class has 5 Parts:

1. Video training with Dr. Rick from a live seminar
2. Coach Rick teaching you the mental muscles you develop by being successful with the behavior
3. Coach Android Rick reads to you the important points that are in the notes you will download.
4. In the lab meet either Professor Bologorodko, the disembodied floating head and his two grad assistants Righty and Lefty. Or perhaps Professor McFly who will remind you to be a fly on the wall and pay attention to communication. In the lab you’ll see the strategies in action.
5. Then it’s time for the Conscious Communication Game Show.

Each team member commits to doing a lesson a week and then have a meeting with the whole team. A Facilitator’s guide for team discussions and exercises to create account-

For more info: http://rickbrinkman.com/store, or call 503-635-415 or write dr.rick@rickbrinkman.com
How Become a Great Conscious Communicator Yourself

My goal is to turn you into a Conscious Communicator®, who long after the seminar, continues to pay attention to the cause effect relationship between how you communicate and the reactions they get from others. When people are stressed and act in “red zone” behaviors, a Conscious Communicator looks at it as an opportunity to flex his/her communication muscles and to bring out the best in the other person.

“On the way home from the seminar my wife called very agitated, distressed and began to tell me everything wrong in her life at that moment, part of which seemed to be me. I was able to employ the ‘Grenade” techniques rather than becoming defensive as I normally would. Rather than coming home to WWII, I boarded the Love Boat!” MM

4 OPTIONS:
1) Books
2) Audios
3) Desk Reference
3) The Online Course

The BOOK or AUDIOBOOK
An international bestseller published by McGraw-Hill in 20 languages.

Or the audiobook which is the book read by the authors, published by MacMillan audio.

The AUDIO of a live Dr. Rick Seminar. Experience the humor, stories and master the skills even while commuting, exercising or cleaning. 4.5 hours on four audio CDs.

The DESK REFERENCE
Quick access to all the strategies.

The Conscious Communication Package combines the book, CDs and desk reference all in one powerful learning kit at a low price.

Love Thy Customer
How do I serve thee, let me count the ways.

Apply Conscious Communication to your Customers

In a poetic and simple manner Love Thy Customer shows people how to pay attention to service from the Customer’s point of view and how their subtle actions and words can make all the difference between great service and ho-hum service. The book not only illustrates how to make Customer’s happy but how to please and recover angry or upset Customers.

It is designed to be a training in a book so that managers can have everyone on team on the same page so that their Customers feel loved!

The Online Course: Designed for individuals to do online.

There are 14 classes of 30-40 minutes each.

1. Video training with Dr. Rick from a live seminar
2. Coach Rick teaching you the mental muscles you develop by being successful with the behavior
3. Downloadable notes.
4. In the lab you will see the strategy in action.
5. Then it’s time for the Conscious Communication Game Show.

Fun & Effective!

For more info: http://rickbrinkman.com/store, or call 503-635-4145 or write dr.rick@rickbrinkman.com