

What is 'Colourful Communication'?

Most companies exist in a state of almost permanent flux their markets are changing, their customer base is moving and change seems to be a way of life. Our **Colourful Communication** programme offers your company a cost-effective tool to engage the most powerful resource your company possesses - its people!

It will enable them to understand more about themselves
Understand more about the behaviour of others around them.
Adapt their communication and behaviour to account for this.
Examine their reaction to change. Provide them with tools so they not only survive change, but positively thrive on it. It is a tailor made package to enhance communication and behavioural change within an organisation.

Imagine a time and a place where everyone in your organisation shares a common language, a language which allows them to communicate effectively with both customers and colleagues. A language which helps them to recognise and value the contributions that each individual can make. A language which makes personal development, empowerment and team centred leadership a way of life.

Each person in every organisation is unique. They bring different styles, needs and expectations. In these differences lies great strength.

Our challenge is to help you understand, these differences.

Understanding more about self about others and how to bring together and build upon those different strengths to ensure you achieve your aims.

Our objective is not to give you the recipe for changing into someone you are not; you need to be the best that you can possibly be.

Why invest in training?

If we look at sporting professionals, we see, the only way to success is by constantly training their bodies. We used our minds as a basis for our success.

When training the body we know that if we never stretch or drive for higher achievements we will never improve. With the mind, it seems easier to get stuck in a rut and stop stretching. But the message is the same no pain no gain.

If you stay in your comfort zone, things can never improve.

Training is not the complete answer either. Lewis Hamilton didn't get to the top of his field by watching Michael Schumacher videos, or reading about Damon Hill's driving technique. You have to apply the ideas in your daily life to get results.

So do we have a secret formula for your success?

No....

There is no secret formula, no magic pill to transform your thinking. But our specifically designed programme will bring together some exciting and powerful techniques and ideas, which if you apply them would change your results for the better and permanently.

The skills you learn through this programme will provide a support system that you can use to change all aspects of your life for the better. We take the everyday aspects of observable behaviour from colleagues and customers and use this knowledge to develop strategies to help you on the pathway to lasting success

The ingredients of success are firstly to understand yourself, next to understand others and then to use this knowledge to manage the interaction between you and your colleagues.

Business Through Psychology

We use a unique combination of tried and tested psychological models to help your people, make your business thrive.

Effective communication throughout the organisation allows all the aspects of the business to work more efficiently. Our programme will deliver the understanding necessary at all levels to ensure this happens.

Directors, managers and employees will understand how their personality impacts on the company culture, on each other, and on the colleagues around them. They will also learn how to adapt their personality to ensure that they get the best out of all their day to day interactions.

Imagine how powerful it is to be able to work with your colleagues and understand how they will react to different situations to know the best approach to use in order to ensure a more positive outcome.

How much more profitable, could your company be if you could minimise the amount of time wasted on needless confrontation? If your staff understood what made each other tick and misunderstandings and miscommunication were kept to a minimum.

Understanding the psychology of your people and is one of the most powerful ways to keep people motivated through times of change. Understanding, which aspects of the change will have the biggest impact on the different personalities allows you to better plan your approach to ensure a successful conclusion.

We will give you the tools to ensure that you better understand your staff, and more importantly, they better understand that you. We will help you create company Synergy, so that the power of the organisation working together is far greater than it ever was as a group of individuals.

“It is a common illusion to believe that what we know today is all we can ever know”

Carl Jung

The 'Colourful Communication' Programme: Itinerary

DAY 1

Organisational Change – A look at what change means for your organisation and the issues this might cause.

Start with Me – the only thing I can change is myself, everything else is controlled through other people or circumstances.

Look at the importance of perception – impact on communication.

Introduce colourful communication model and behaviours.

What effect is your colour behaviour having on your organisation in flux?

Understand Others – continue colours to look at impact of other people's behaviour on the organisation.

How to recognise colour traits.

Adapt and Connect – change of approach to communicate better.

Practical exercises of persuasion using different colour energies.

DAY 2

Organisational Change

Organisations change only if individual's change.

Day 2 will focus on the deeper psychology of the individuals in order to help them better understand where their behaviours come from.

Having delved into these behaviours we can start to look at how to use this deeper understanding to positively influence organisational change.

Look at the company culture and its influence on organisational change.

Look at behavioural change models and application to organisation.

Authentic Communication and how to achieve it.

How to manage conflict.

How to manage defensive behaviour.

Developing habits to encourage an ok work life balance.

Resisting falling back into old patterns of behaviour.

DAY 3

Organisational Action Planning

"A great action plan only works when you convince others to follow it."

The final day will look at bringing together all the actions of the course so far and linking them to an action plan that addresses the problems highlighted on **DAY 1**.

Will look at individual Goal Setting and Action Planning.

Will produce an agreed plan for change.

Will agree the steps needed for organisational behavioural change.

Will agree follow up.

The 'Colourful Communication' Programme: Summary

Top performing companies have a lot in common but one thing they all do very well is to communicate effectively.

We offer a unique blend of tried and tested psychological models to provide you with the tools which develop cross company understanding.

"Colourful Communication" will enable them to understand more about themselves.

Understand more about the behaviour of others around them.

Adapt their communication and behaviour to account for this.

Examine their reaction to change.

Provide them with tools so they not only survive change, but positively thrive on it.

Effective communication makes business sense.

It increases profitability.

It decreases conflict.

It boosts motivation and morale.

Thus increasing, productivity and profit.

The programme includes:

? day Discussion with management team agree objectives.

3 days "Colourful Communication" Programme delivery.

1 day follow up Review 6 months later.

Materials and Personal Reference Folders.

COSTS

£2500 - £3500