

## ***Dr. Perry's New eLearning Courses***

### **WINNING COMMUNICATION SKILLS**

#### *Management & Leadership Suite*

Winning Communication Skills improves your organization's ability to build and solidify strong relationships among co-workers, customers, alliance partners, and suppliers. Featuring the expertise of Dr. J. Mitchell Perry, human performance expert/psychologist, this integrated suite of performance simulations provides the tools, skills and experience to achieve business results through effective communication techniques.

Dr. Perry serves as a personal coach who provides the learner with effective communication skills to build stronger relationships and successfully address the most challenging business situations.

These real-world performance simulations were designed to develop critical cross-functional business skills by immersing learners in an online business environment and challenging them to achieve specific business results. These highly effective, interactive "learn by doing" experiences give learners the freedom to explore, experiment and develop strategies and skills they can apply in the workplace.

#### **CONTENT**

Content for each course is integrated in the context of a specific business case, similar to on-the-job experience. Winning

Communication Skills performance

simulations provide opportunities to develop and apply skills and experience in:

Productive speech patterns, Generating buy-in and agreement, Building and solidifying relationships, Asking open-ended questions, identifying needs, Performance feedback, Five step Effective Listening process, Rule of Resistance, Rule of Familiarity, Multiple Options thinking, Content and context, Language Inclusion Process, Six step problem solving process, generating change, conflict response strategies, conflict mediation and resolution.

#### **Winning Communication Skills Courses**

Effective Speaking: The Road to  
Optimism

#### **STRUCTURE**

Each course requires approximately 4 hours to complete. The performance simulation will remember where a learner leaves off so that they can select the length of time for each learning session and log in as many times as needed. Learners have ongoing access to the course content for reference and on-the-job support.

# Winning Communication Skills Detailed Course

## Descriptions

### **Course 1: EFFECTIVE SPEAKING: THE ROAD TO OPTIMISM**

#### Management & Leadership Suit

**Build the skills and experience to harness the power of words and use them to your advantage.** Increase your ability to communicate with co-workers, customers, alliance partners and suppliers by applying speaking techniques designed to reduce resistance and generate agreement. Words have enormous power and it is important to choose them carefully.

- How are others affected by the words you choose and the way you say them?
- What are the alternatives to counterproductive patterns of speech?
- How does what you say affect how you feel, which affects your mindset and productivity?

#### **Performance Simulation**

Verbalinx, a Fortune 500 telecommunications company has experienced a recent decline in sales. As a manager at Verbalinx, you are charged with evaluating and coaching a sales team leader on speaking skills so he can better direct and motivate his employees to improve performance. You must also utilize effective speaking techniques to negotiate a potential strategic partnership deal.

#### **LEARN BY DOING**

##### **Build capabilities through simulated tasks:**

##### *Evaluate an Employee's Presentation*

- Observe a sales team leader's presentation and apply effective listening skills to gather data for effective coaching
- Assess and evaluate the leader's ability to utilize effective speaking skills in:
  - Applying the Language Inclusion Process
    - Using direct, powerful language that describes what something is, versus what it is not or what it is missing
  - Using appropriate context (pace, volume, pitch, intonation & body language)
  - Generating appropriate audience reaction
  - Avoiding counterproductive patterns of speech (hesitancy, avoidance and polarization )

##### *Coach an Employee on Performance*

- Provide feedback to the sales team leader on using the Language Inclusion Process and productive patterns of speech to better motivate team members
- Apply a five-step process for effective listening
- Coach the team leader into being a more inclusive and efficient speaker

##### *Facilitate a Process to Form a Partnership*

- Negotiate a strategic partnership between Verbalinx and a major cable television provider
- Minimize resistance and alleviate concerns by applying effective speaking and listening techniques
- Reach agreement by applying productive patterns of speech, generating multiple options and using the Language Inclusion Process

#### **"Ask Dr. Perry" War Stories & Perspectives Reinforce Learning**

- Identify and provide examples of the difference between inclusionary and exclusionary speech
- What are the effects of optimism?
- How does what you focus on expand?
- Why do context and content need to be aligned?
- How does the Behavior Triangle work?

**Performance Objectives/Apply in Your Job**

After completing *Effective Speaking: The Road to Optimism*, you will be able to:

- Use productive patterns of speech and apply the Language Inclusion Process
- Recognize productive and counterproductive patterns of speech in yourself and others
- Coach an employee to improve speaking skills and use the Language Inclusion Process
- Negotiate agreements using effective speaking techniques and the power of multiple options
- Apply effective listening techniques to improve your speaking skills
- Minimize resistance and alleviate concerns to reach agreement

**Average Course Duration**

4 hours

## ***Winning Communication Skills Course 2: EFFECTIVE LISTENING***

### Management & Leadership Suite

**Build the skills and experience to improve your work relationships through effective listening.** Enhance the quality of your communication with co-workers, customers, alliance partners and suppliers. Listening skills allow you to work more efficiently and better serve your customers.

- How can you resolve challenging encounters by meeting another's need to be heard and understood?
- How can powerful listening lower resistance and help you reach agreement?

#### **Performance Simulation**

You are a manager at AutoRev, an auto parts distributor that has recently transitioned to online sales. You are charged with coaching an employee on specific performance points while applying the five-step Effective Listening Process. You will then conduct a follow-up assessment of the employee's listening skills by observing him lead a focus group interview. Finally, you will meet with one of AutoRev's key customers who is frustrated by a delayed order. It is your job to use effective listening skills to ascertain the customer's needs and repair any damage to the relationship.

#### **LEARN BY DOING**

**Build capabilities through simulated tasks:**

##### *Coach a Direct Report*

- Provide feedback to an employee on specific performance points
- Apply the five-step Effective Listening Process during the feedback session
- Utilize open-ended questions to generate multiple options for solving a problem

##### *Evaluate a Focus Group Interviewer*

- Observe the employee during a focus group interview
- Assess the effectiveness of the employee's listening skills during the interview

##### *Identify Customer Needs and Solidify the Relationship*

- Speak to a customer who is frustrated by a delayed order
- Identify the customer's true needs
- Repair any damage and solidify the relationship with the customer

#### **"Ask Dr. Perry" War Stories & Perspectives Reinforce Learning**

- What are the critical differences between hearing and listening?
- Provide specific examples of effective and ineffective listening
- How can asking questions lower resistance?
- What is the importance of listening?

#### **Performance Objectives/Apply in Your Job**

After completing *Effective Listening*, you will be able to:

- Use the five-step Effective Listening Process: Introduction, Instant Replay, Verification, Identification/Empathy, and Next Steps
- Ask open-ended questions to elicit multiple options and gain buy-in
- Recognize effective and ineffective listening skills in yourself and others
- Match content to context so that what is said is aligned with what is meant
- Differentiate between simply hearing what is said and listening to understand, retain, evaluate and analyze

#### **Average Course Duration**

4 hours

## **Winning Communication Skills Course 3: REDUCING RESISTANCE & DEFENSES**

### *Management & Leadership Suite*

**Build the skills and experience to recognize and minimize resistance within yourself and others.** Resistance and defensiveness are powerful obstacles to effective communication. Increase your ability to reach agreement and alleviate high levels of resistance.

- Which circumstances cause people to resist and act defensively?
- How can effective speaking and listening techniques help you reduce defenses in yourself and others?

#### **Performance Simulation**

You are a regional account manager at Optimal Power, a leading manufacturer of electrical equipment that has just launched a new product designed to generate more reliable power. Sales are increasing rapidly, requiring changes in the current account management structure. You are charged with evaluating an assistant manager's ability to lead and motivate her resistant sales force. In addition, you are challenged to turn around a customer relationship and solidify a partnership agreement with another power company.

#### **LEARN BY DOING**

**Build capabilities through simulated tasks:**

##### *Evaluate an Employee's Performance*

- Observe a sales manager conducting a meeting with a representative to discuss account management structure changes
- Identify the level of resistance in the manager and her employee
- Assess the manager's ability to minimize resistance and defensiveness in herself and her employee

##### *Maintain a Customer Relationship*

- Meet with a dissatisfied customer who has decided to switch to a competitor
- Identify the customer's unmet needs and concerns
- Convince the customer to remain with Optimal Power by applying effective communication techniques

##### *Establish a Partnership*

- Meet with a potential alliance partner who can distribute Optimal Power's new product
- Alleviate concerns about forming a partnership
- Elicit input from partner to generate multiple options for the proposed alliance
- Persuade the distributor to partner with Optimal Power

#### **"Ask Dr. Perry" War Stories & Perspectives Reinforce Learning**

- How can asking questions lower resistance?
- What can I do to reduce the defensiveness of others?
- How can I avoid taking things too personally?
- What steps can I take when resistance levels are high?

#### **Performance Objectives/Apply in Your Job**

After completing *Reducing Resistance & Defenses*, you will be able to:

- Recognize signs of resistance and defensiveness in yourself and others
- Reduce your own resistance and defenses
- Apply effective speaking and listening techniques to reduce resistance and defenses in others
- Uncover and address underlying needs that must be fulfilled to diffuse objections and defensive reactions
- Leverage the power of imagination and multiple options to generate change and reach agreement
- Obtain buy-in from others by communicating short- and long-term benefits

#### **Average Course Duration**

4 hours

## Winning Communication Skills Course 4: RESOLVING CONFLICT

### Management & Leadership Suite

**Build the skills and experience needed to resolve conflict using proven techniques for speaking, listening and reducing resistance.** Increase your ability to resolve conflict with co-workers, customers, alliance partners and suppliers. Conflict is natural, inevitable and often healthy in the workplace but many people avoid, mishandle or become immobilized by it.

- What is the best process for resolving a conflict?
- What types of behaviors and mindsets are counterproductive to conflict resolution?

### Performance Simulation

You are a production manager at Splash Advertising, a top boutique advertising firm. A long-time client, Elegant Excursions Travel Agency, is launching an ad campaign to attract new customers. When the ad director and the script writer get into a heated argument about the new commercial, you must analyze their conflict and determine the best approach to resolve it. Then you must mediate the conflict toward resolution by applying the six-step Problem-Solving Process. Finally, you must resolve a conflict with the PR director for Elegant Excursions when the finished commercial fails to meet her expectations.

### LEARN BY DOING

**Build capabilities through simulated tasks:**

#### *Develop a Mediation Strategy*

- Observe an argument between the ad director and script writer working on the Elegant Excursions ad campaign
- Assess use of effective speaking and listening techniques
- Identify level of resistance
- Evaluate the root of the conflict
- Determine a mediation strategy by identifying each person's response to conflict and establishing the best approach for working with each style

#### *Mediate Conflict Between Two Employees*

- Facilitate a discussion to address the conflict regarding the ad campaign
- Minimize behaviors that are counterproductive to resolving conflict
- Apply the six-step Problem-Solving Process to mediate the conflict toward resolution

#### *Resolve a Conflict with a Client*

- Meet with a client who is dissatisfied with the completed Elegant Excursions commercial
- Apply the six-step Problem-Solving Process
- Identify the client's concerns and generate multiple options for resolution
- Reach agreement by applying effective speaking and listening techniques

### **"Ask Dr. Perry" War Stories & Perspectives Reinforce Learning**

- What is the best way to define a problem?
- What is an important skill in resolving conflict?
- What is a common mistake people make when thinking about conflict resolution?
- How does the six-step Problem-Solving Process neutralize fight/flight responses?
- How does mindset affect decision-making?

### **Performance Objectives/Apply in Your Job**

After completing *Resolving Conflict*, you will be able to:

- Use the six-step Problem-Solving Process to effectively mediate a conflict toward resolution
- Adapt the six-step Problem-Solving Process to different conflict situations
- Develop strategies to resolve a conflict based on each person's conflict response style (avoidance, competition, accommodation)
- Recognize and reduce behaviors and mindsets that are counterproductive to resolving conflict
- Generate multiple options to resolve a conflict and reach a mutually agreeable conclusion
- Apply effective speaking and listening skills to the conflict resolution process

### **Average Course Duration**

4 hours