

"The problem with communication is the illusion that it has been accomplished."

George Bernard Shaw

"To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others."

Anthony Robbins

What is Communication Excellence?

Communication Excellence is a human relations model. It is a communication tool presented in an entertaining, highly interactive, and informative format. Based on extensive research into human motivation and behavior by Jung, Myers-Briggs, Kiersey, Lowry, Erickson, and Berens, this tool explains what motivates positive attitudes and behaviour in different personalities. Although there is much psychological and sociological research and science behind this, the "psycho" has been removed so it is easy to understand, basic, applicable, fun, and results-oriented.

Participants of **Communication Excellence** training gain the knowledge, tools and strategies to be accountable for their communication choices and results. These choices and results are ultimately responsible for their level of happiness, satisfaction, and success in their workplace, their community, and at home.

The base of the training is a self-assessment tool called Personality Dimensions®. All activities and dialogue are designed using a coach approach, so participants create, and are accountable for their own results in regard to the basics of relationship-building and effective communication.

Participant benefits include:

- Greater self-awareness and accountability
- Improved self-esteem (understanding and appreciation of own temperament style)
- Understanding and appreciation of others' styles
- Improved ability to communicate effectively
- Appreciation of differences and diversity
- Increased focus and attention
- Improved problem-solving abilities
- Improved conflict resolution skills
- Greater job satisfaction and engagement



Team and Organizational benefits include:

- Greater team alignment and trust
- Effective communication
- Increased team accountability and performance
- Increased focus and safe operation
- Improved morale and co-operation
- Increased employee retention
- Greater loyalty and ambassadorship
- Decreased conflict
- Reduced stress

Overview Of The Process

Communication Excellence is approximately a six-hour comprehensive workshop. It is most effective when the entire team attend, either the same session, or on consecutive days, to ensure all who work together receive the training within a short period of time. This means that all team mates will have the same vocabulary and understanding of the principles and strategies, which leads to greater application of the model.

With any form of personal growth and development, it can be too easy to fall back into old habits and patterns. Neuroscience shows that it takes consistent and persistent work to build new neural-pathways and develop new patterns of thinking and behaving. To ensure this occurs, Dyads or Triads of Support will be formed so participants develop greater friendships and become a best support system for each other.

This is consistent with research (example is Gratton and Erickson, [Harvard Business Review](#)) that shows, “productive and innovative teams perform higher when top executives had significantly invested in building and maintaining social inter-employee relationships throughout the organization.”

On-going team or individual coaching is available, if desired and/or required. The [Personal Mastery Coaching](#) process is solution-oriented and forward-moving to ensure your positive results.



Flow of the Communication Excellence training day

One of the main purposes of the day is to engage participants to really get to know themselves and their team mates. Many small-group activities and large group dialogue allow them to achieve this.

1. Participants are immediately engaged in a co-operative game. The purpose is to get them up, moving, asking questions, listening, and they will be working together to establish the guidelines for conduct and their goals for the day.
2. An exploration of the basics of a relationship will give participants an understanding of the principle of Trust, and a simple metaphor for effective ways to build trust within any and all relationships.
3. The Personality Dimensions® self-assessment will be used to allow participants to identify and understand their own temperament style.
4. A self-assessment and explanation of introversion and extraversion will assist participants to understand their own tendencies and to identify and appreciate the tendencies in others.
5. Participants will work in small groups with others of the same behavioural style to identify and explore their own communication and behavioural tendencies.
6. Group presentations and facilitated question and answer periods will enhance the understanding of each style and explore effective communication strategies.
7. A reframing exercise will allow participants the opportunity to experience the power of reframing thoughts, words, and behavior to create more desired results in their own lives.
8. A conflict resolution model will be reviewed and discussed. This will engage participants to consciously shift their point of view in various situations to eliminate, or greatly reduce the negative effects of anger. They will develop strategies to handle conflict in a respectful way for greater innovation and creativity.
9. Participants will form Dyads or Triads of Support. Each dyad or triad will develop their own plan to ensure continued application of the Communication Excellence strategies. They will develop accountability agreements with each other to ensure team success.
10. Each participant will think about, write, and then openly share several commitments to which they will follow-through to enhance their relationship-building and communication style in their workplace.

Throughout the activities, participants are invited to ask questions, share insights, and actively participate in the learnings so they “own” their results.

Communication Excellence training is most effective when supported from all levels of the organizational chart. The training builds trust and trustworthiness, belief in self and others, effectiveness in communication, and appreciation for the qualities that make us all human.

As John Maxwell aptly said, "People do not care how much you know until they know how much you care."