



2 DAY ACCELERATED BUSINESS PSYCHOLOGY PROGRAMME **for Leaders and Managers**

2 Day Accelerated Business Psychology Programme

(working effectively with group psychology)

Objectives

This two day course can help you get from competent to brilliant in achieving a more effective business mind and ultimately your mission.

Day 1

Session 1: Understanding Human Communication Potential - "The Day Ahead."

- Purpose – Develop results in business.
- Our model - Thoughts – words – actions - results.
- Thinking creatively to maximise results.

Session 2: Pre Framing - "The art of preparation."

- Elegant communication framework.
- Staying on purpose and on mission.
- Ending to procrastination .

Session 3: Presenting to the whole person - Part I.

- Catering for the whole audience.
- Recognise preferences in your style.
- Who is not hearing your message?

Session 4: Presenting to the whole person – Part II.

- Catering for the whole audience.
- Recognise preferences in your style.
- Who is not hearing your message?

Session 5: Reading eye patterns - "Open to being amazed."

- Refresher, reminder and memory links.
- Understanding my own unconscious eye processes.
- Eye exercises that stimulate business creativity.

Session 6: More about eye patterns – “Remaining open!”

- Advanced uses of eye patterns.
- Seeing a decision strategy before it is spoken.
- The business uses and applications.

Session 7: Non verbal tells and body language - Part II

- Congruent body language.
- Posture, seduction and communication.
- The business uses and applications.

Session 8: Advanced Language Patterns - “Ultimate Leverage”

- Introduction to 16 alternative language patterns.
- How to remember them more easily.
- The business uses and applications.



Day 2

Session 1: Q & A.

- Open forum to have any further business questions answered.
- Explore the possibilities.
- Discussing your psychological potential.

Session 2: Perceptual Positions & conflict resolution - Part I

- A successful business model for conflict resolution.
- Perspectives that change minds.
- Making business use and application easy.

Session 3: Perceptual positions & conflict resolution – part II

- A successful business model for conflict resolution.
- Perspectives that change minds.
- Making business use and application easy.

Session 4: Introduction to Group Rapport - Preparing your audience

- Developing and maintaining group rapport.
- Recognise and develop the group leaders.
- Dealing with hecklers and mis-matchers.

Session 5: Story Selling - The Magic of Metaphor

- Using metaphor effectively in business.
- Staying in the context of business for great results.
- Humans are meaning making organisms.

Session 6: Expanding your psychological capability – Part I

- Sit back relax and enjoy.
- A new process for discovery.
- Daily practical uses and applications.



Session 7: Expanding your psychological capability – Part II

- Sit back relax and enjoy.
- A new process for discovery.
- Daily practical uses and applications.

Session 8: Joining the Psychology University

- Education, education, education – for free.
- The Next Step – how can I develop further?
- Closing of the event.

