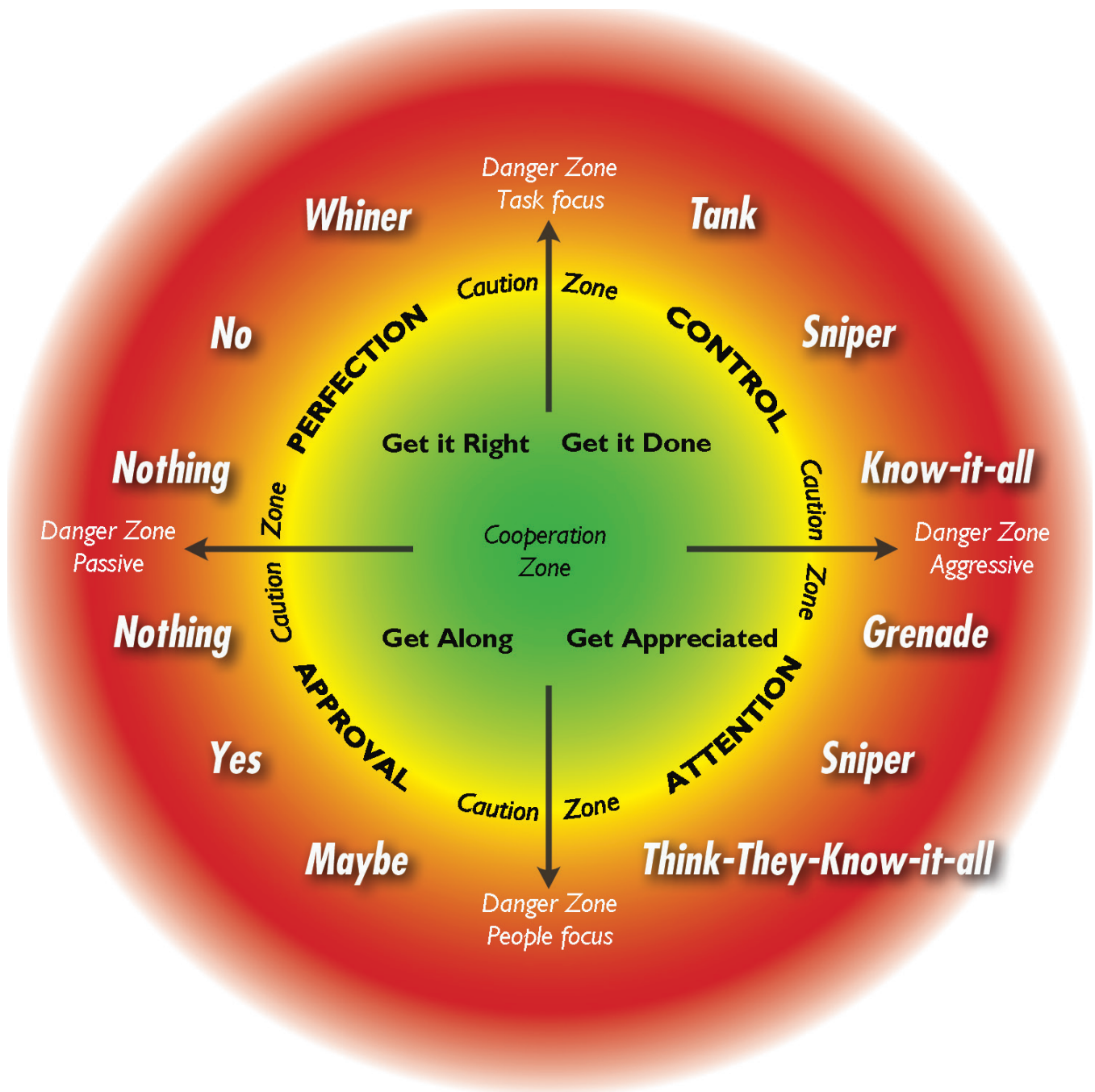


Why Do People Act the Way They Do!?

The Lens of Understanding



The Lens of Understanding is from:
Dealing With People You Can't Stand, How to Bring Out the Best in People at Their Worst,
Brinkman & Kirschner, McGraw-Hill, 1996, 2003, 2012

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

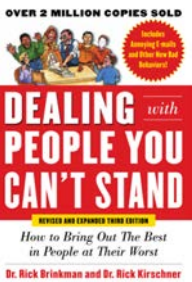
How Become a Great Conscious Communicator Yourself

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

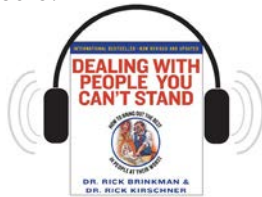
- 4 OPTIONS:**
- 1) Books
 - 2) Audios
 - 3) Desk Reference
 - 3) The Online Course

The BOOK or AUDIOBOOK

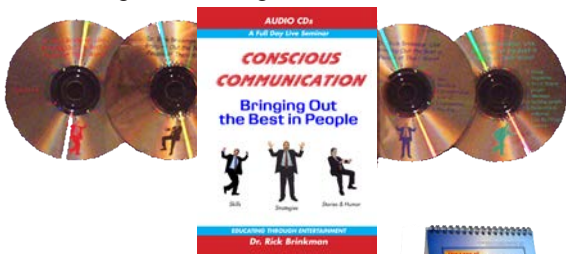


An international bestseller published by McGraw-Hill in 23 languages.

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

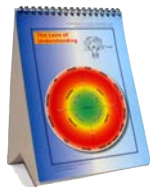


An AUDIO of a live Dr. Rick Seminar. Experience the humor, stories and master the skills even while commuting, exercising or cleaning. 4.5 hours on four audio CDs.



The DESK REFERENCE

Quick access to all the strategies.



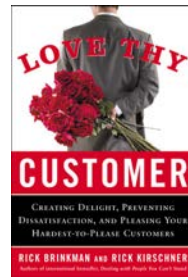
The Conscious Communication Package combines the book, CDs and desk reference all in one powerful learning kit at a low price.

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!

An audio seminar and workbook is available for teams to do together.

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



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 communication, 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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Visit: www.rickbrinkman.com

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