



DR. RICK BRINKMAN

A WORLD RENOWNED AUTHOR AND COMMUNICATION EXPERT

Dr. Brinkman's book, *Dealing with People You Can't Stand*, (Brinkman & Kirschner, McGraw-Hill) is an international best seller with translations in 20 languages



From the Wall St. Journal to Oprah magazine to the New York Times, Dr. Brinkman is a high profile communication expert respected by the media as a leader in his field.

FEATURED EXPERT AND AUTHOR

Dr. Rick Brinkman has a unique style of "Educating through Entertainment", that makes him a favorite expert of media.

He has the ability to teach practical skills with a delightfully humorous delivery that makes learning effortless.

"Our people loved your humor and enthusiasm and we look forward to having you back." - Tom Forster
Skywalker Ranch
Manager
LucasFilm

"Thanks for being on the CNN Morning News. Your comments were insightful as well as entertaining." - Gail Evans
Senior VP
CNN Morning News





Bio

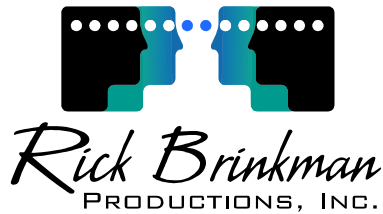
Dr. Rick Brinkman is best known for his *Conscious Communication*[®] expertise conveyed to millions of people via keynotes and trainings, radio, television, print interviews, and numerous award-winning books, videos and audio programs. Dr. Rick has been touring nationally and internationally since 1980 sharing his human behavior insights and practical communication strategies in his trademark entertaining and educational style.

Dr. Rick earned his Doctorate in Naturopathic Medicine from National College of Naturopathic Medicine, Portland, OR. He opened a practice specializing in mind / body medicine. His success with his patients led him to further study communication and how it can profoundly affect one's quality of life. He expanded to public practice becoming a trainer and professional speaker on communication, health, and wellness issues. In 1988 he was one of only 15 people the Tom Peters Group approved to do *In Search of Excellence* seminars.

He co-authored the international bestselling book, *Dealing With People You Can't Stand: How to Bring Out the Best in People at Their Worst*, published by McGraw-Hill. It has sold over a million copies and has been translated into 20 languages. He is also the co-author of:

- *Life by Design, Making Wise Choices*, (McGraw-Hill, Brinkman & Kirschner) which is available in three languages.
- *Dealing With Relatives: Bringing Out the Best in Family at Their Worst*. (McGraw-Hill, Brinkman & Kirschner)
- *Love Thy Customer* (McGraw-Hill, Brinkman & Kirschner)

His seminar clients have included the Astronauts at NASA, LucasFilm, Sony Pictures, IBM, Texas Instruments, The Department of Defense, the Federal Reserve Bank, the Army, Navy, IRS, Merck, Sanofi-Aventis, Loma Linda University Medical Center, Wells Fargo, Young Presidents Organization (YPO) and many others.



SHORT INTERVIEW (<10 minutes)

What makes Relatives even harder to deal with than most other people?

Why is it that can be a totally competent adult and when you get around family you lose it all?

How can you change your reactions to your relatives?

You have the behavior of relatives organized into eight types. Can you briefly describe them for our listeners?

Questions can then be asked about a behavior or two.

What can you do with the:

- General
- Judge
- Pleaser
- VIP
- Martyr
- Meddler
- Rebel
- Mystery

Or related to some of the above behaviors:

How do you deal with:

- Criticism
- Guilt
- Meddling
- Attacks
- Tantrums
- Withdrawal

LONG INTERVIEW

What makes Relatives even harder to deal with than most other people?

Why is it that can be a totally competent adult and when you get around family you lose it all?

How can you change your reactions to your relatives?

How did this book come about? What is your background?

In the chapter the Art of the Apology you talk about the single biggest obstacle to a successful apology. What is that and how does it work?

You have the behavior of relatives organized into eight types. Can you briefly describe them for our listeners?

What causes people to act out these behaviors?

What are the "Magic Numbers" and why is it important to know your own magic numbers with relatives?

I love Chapter 23, the Dimension of Greatness, the top ten qualities of being a great relative. Can you share some of them and where did they come from?

I notice you have a chapter on Obligation Evaluation. Can a person really free themselves from obligation?

Is it possible to be honest with people to get them to change their behavior?

In the section of your book: Family Gatherings, Showups and Showdowns at the Not Ok Corral you seem to emphasis preparing your self. What are some of the ways people should prepare themselves for family events?

Questions can be asked about any of the behaviors:

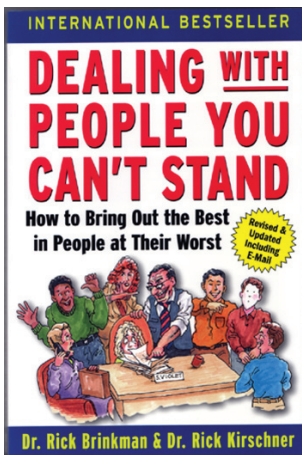
What can you do with the:

General
Judge
Pleaser
VIP
Martyr
Meddler
Rebel
Mystery

Or related to some of the above behaviors:

How do you deal with:

Criticism, Guilt, Meddling, Attacks, Tantrums, Withdrawal



CONSCIOUS COMMUNICATION® TO BRING OUT THE BEST IN PEOPLE

A PRACTICAL SEMINAR PERFORMED IN
AN ENTERTAINING MEMORABLE STYLE

Recognize any of these Behaviors?

TANK ATTACKS



SNIPING (to your
face or behind your
back.)



KNOW IT ALL
&
THINK THEY
KNOW IT ALL,
(need we say more?)



NEGATIVITY



WHINING



GRENADE TANTRUMS



YES, MAYBE, &
NOTHING
BEHAVIORS, (who
knows where they stand?)

Dr. Brinkman teaches Conscious Communication® to prevent difficult behaviors as well as step by step strategies for dealing with the 10 types of behavior that make people challenging to work or live with!

- ◆ How to change your reactions to anyone
- ◆ The 5 Secrets of the Conscious Communicator that will eliminate and prevent half the conflict in your life
- ◆ The how and when to use email, phone, and face to face communication
- ◆ Meeting communication strategies to have everyone participate, stay focused and meet less while getting more done
- ◆ How to quickly defuse anger and upset
- ◆ Neutralizing group whining & negativity
- ◆ Resolving different points of view without conflict

DR. BRINKMAN'S CLIENTS INCLUDE:

NASA Astronaut Corps | LucasFilm | Chevron | Lloyds Bank | Boeing | IBM | FBI | Anheuser-Busch | IRS | Xerox | Texas Instruments | Wells Fargo | Federal Reserve Bank |

APPEALING

Dr. Brinkman's content has universal appeal that crosses cultural lines, educational levels, job functions, and relationships. That's what makes it impactful and timeless.

"Our leaders loved your program and feel empowered with skills to inspire and motivate their teams."

– Stacy Welciek
3M