

Rick Brinkman
PRODUCTIONS, INC.

Conscious Communication®



How to Bring Out the Best in People (Even at Their Worst)

"I Dr. Rick Brinkman disclose that I have no relevant financial relationships to make relevant to this session."



Dr. Rick Brinkman 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 for over 30 years providing customized training and keynotes in the areas of communication, leadership, team building and customer service.

Dr. Brinkman performs small group trainings, keynote speeches, and we have licensing programs for your trainers as well as “do-it-yourself” training kits.

Contact: 800-640-0848 seminars@rickbrinkman.com

BOOKS, AUDIOS, VIDEOS, & COMPLETE TRAINING KITS

Purchase individual learning aids at www.rickbrinkman.com or Krista (503) 635-4145

FREE ARTICLES

Subscribe to Dr. Brinkman’s e-newsletter, the Conscious Communicator™ and receive valuable articles on how to apply and hone your Conscious Communication® skills. **Subscribe at <http://rickbrinkman.com/enews>**

ONLINE LIBRARY OF SHORT ARTICLES

For a library of short articles by subject, **visit: <http://rickbrinkman.com/blog>**

PRIVATE COUNSELING SESSIONS

Dr. Brinkman is available for private counseling sessions over the phone. After the phone session Dr. Brinkman creates a custom hypnotic relaxation audio for you to transform your issues. You can change your reactions to anybody and anything, you can change your attitudes, habits and even address the root cause of physical symptoms.

To schedule or for more info write or call:
appts@rickbrinkman.com or 503-635-4145

Contact Dr. Rick directly: dr.rick@rickbrinkman.com

Objectives

Learning objectives:

- *Become a Conscious Communicator™ and recognized a cause-and-effect relationship between your communication/actions and the results you get from other people*
- *Identify the 10 most difficult behaviors and the etiology that causes them*
- *Know and utilize the strategies to prevent difficult behaviors and bring out the best in people at their worst*
- *Understand how to neutralize whining and negativity in individuals and in teams*

THE FOUR CHOICES

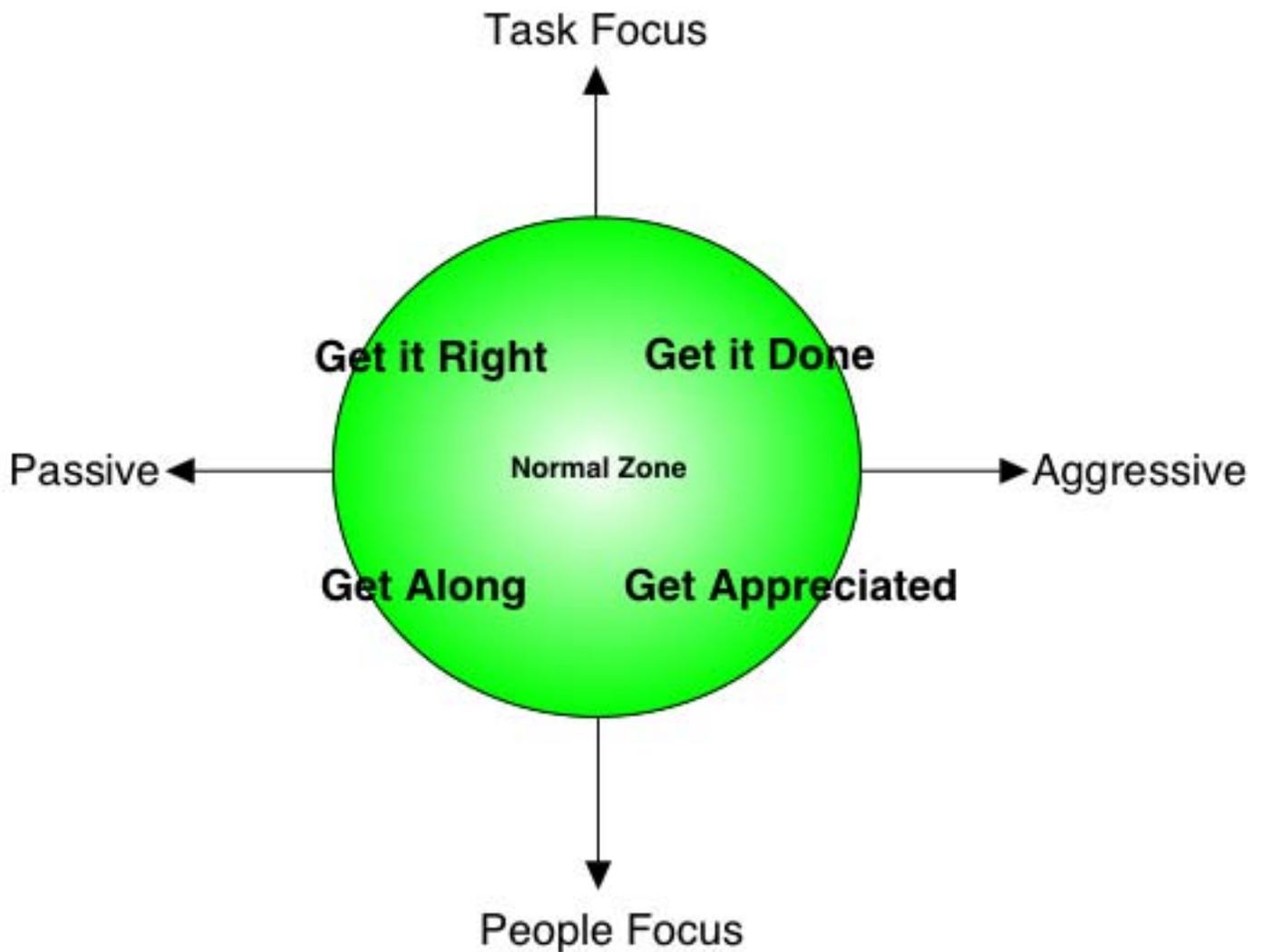
1. Do nothing
2. Leave
3. Change your attitude
4. Change your behavior



GENERAL STRATEGY

1. Know what you want
* *context & relationship*
2. Pay attention
3. Be flexible

Lens of Understanding: Green Zone Behaviors



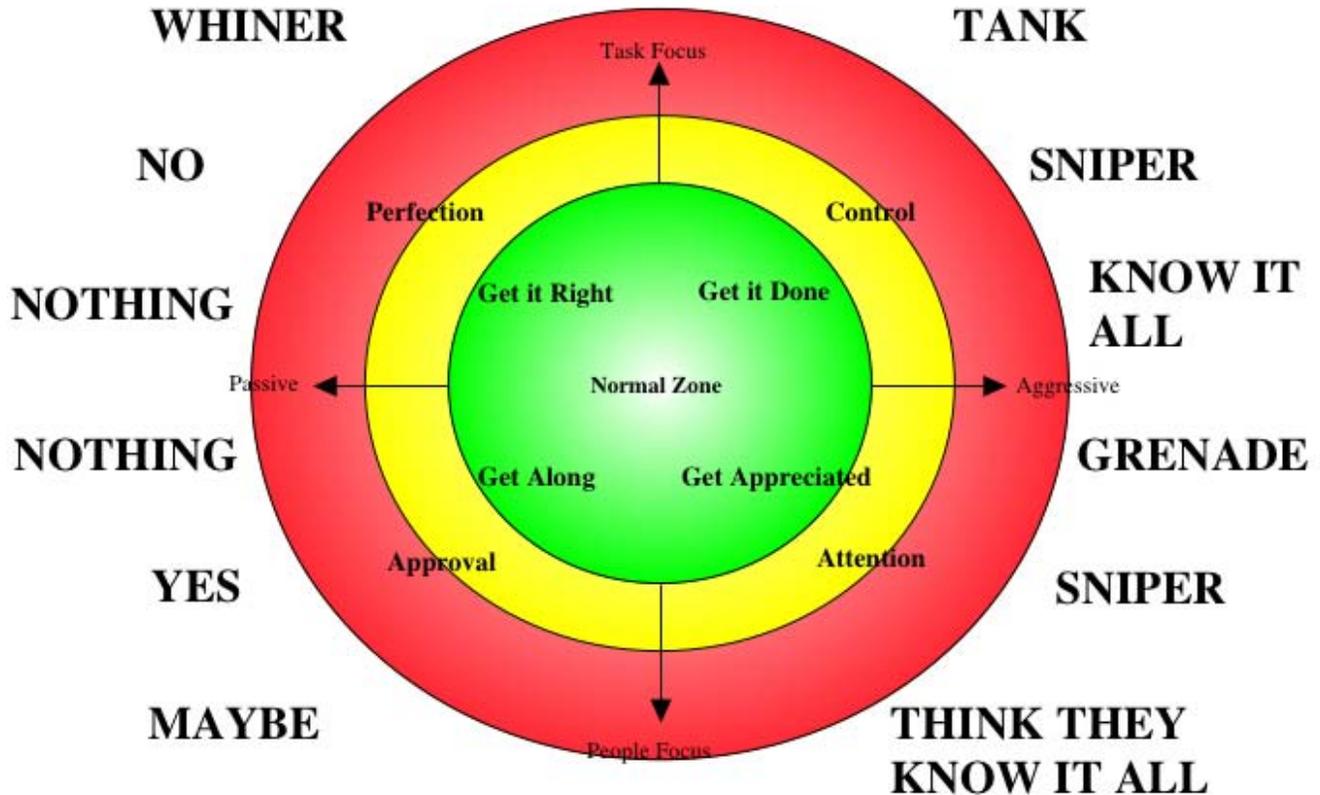
The Lens of Understanding is from:
Dealing With People You Can't Stand, How to Bring Out the Best in People at Their Worst,
Brinkman & Kirschner, McGraw-Hill, 1996,2003

Lens of Understanding: Yellow Zone Behaviors



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

Lens of Understanding: Red Zone Behaviors



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

Blending

- Reducing differences.....
- Meeting people where they are

Communication

55% how it looks

38% how it sounds

7% what is said

When you are successful you are
congruent

All channels - same direction

e M@il

1. "I am hallucinating freely."
2. "Is email the best way to proceed?"
3. Take Time on your side
 - Reread
 - Read Out Loud
 - Order of concepts - start positive
 - Use more paragraph spacing

WHEN TO GO INTERACTIVE

- Emotional content
- Gather info if more than x questions
- Concern as to how they will take it

WHEN TO WRITE

- Want to complete a communication and have concern about being interrupted or distracted
- Need to document information
- Communicate the same thing to a number of people

e M@il

1. "I am hallucinating freely."
2. "Is email the best way to proceed?"
3. Take Time on your side
 - Begin with intent
 - Second Opinion
 - Send to yourself
 - Quote: What are you answering?

e M@il

1. "I am hallucinating freely."
2. "Is email the best way to proceed?"
3. Take Time on your side
 - Emoticons as quotes
 - Read Out Loud:
Is your meaning tone dependent?

WHINERS



*Goal: GET THEM TO
PROBLEM SOLVE.
{OR...GO AWAY.}*

1. Listen & Interrupt
 2. Backtrack & Clarify
 3. "What do you want?"
 4. Assign/Suggest
- "Ways to Help"**
5. Set future actions
 6. Draw the line

.....

NO PEOPLE



Goal: Survive

1. Attitude Adjustment
 2. Use them as a resource
- * Polarity Response
 - * Project Positive intent
 - * Group Negativity

DR. BRINKMAN'S RESOURCES

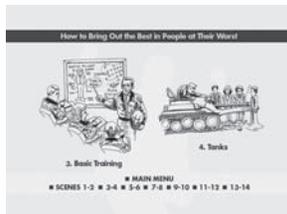
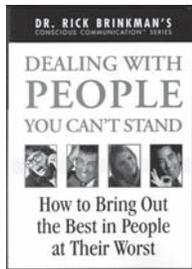
Conscious Communication® to Bring Out the Best in People

Why do people act like they do? You have the power to bring out the best in people if you know the strategy. Dr. Brinkman's programs have clear goals and specific strategies to use with Tank Attacks, Snipers, Grenades (tantrums), Know it alls, Think-they-know-it-alls, Negativity, Whining, Yes, Maybe, and Nothing people.

Available in a combination of forms to provide you with a complete learning package.

- * See the whole seminar on DVD.
- * Listen to the seminar in your car on audio CDs.
- * Read the book.
- * Use the desk reference for quick solutions.

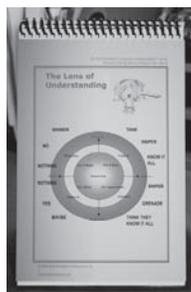
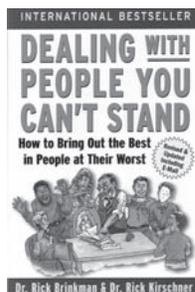
The DVD: Experience a live seminar and easily jump to the chapter you need. (2.3 hours)



The AUDIO: Experience a live seminar and learn in your car. (4.5 hours)



The BOOK (Brinkman & Kirschner, McGraw-Hill)
An international bestseller in 17 languages.
The DESK REFERENCE:
Quick access to all the strategies.



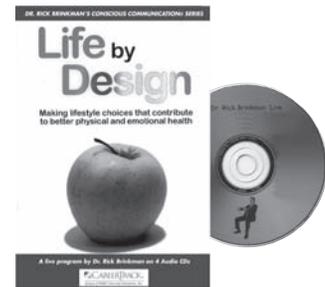
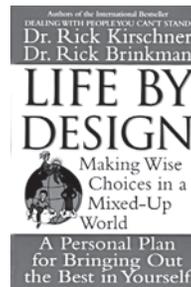
Life by Design

Master the skills of life management with Dr. Brinkman's Life By Design program. It is a system that helps you take charge of your well-being. You do this by making conscious choices - in all areas of your life - that promote optimum physical and emotional health, choices regarding your past and your future. How to take care of your body by the ways you eat, exercise and relax. How you relate to other people. How to dump old baggage and beliefs that hold you back from fulfilling your true potential. How to use your mind on purpose to break old habits and create healthy new ones.

Life by Design is based Dr. Brinkman's 12 years in private practice and his experience in mind-body healing.

Life by Design:

The book or 4 audio CDs with pdf workbook.



Love Thy Customer

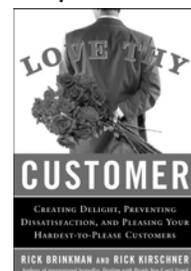
How do I serve thee, let me count the ways.

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!

"Pleasing Hard to Please Customers" is a complete video training program with a facilitator guide and workbooks by Dr. Brinkman.

"Love Thy Customer" is the book (Brinkman & Kirschner, McGraw-Hill)



DO-IT-YOURSELF Difficult People Training kit

“When people who work together do this training together the results are exponential. Everyone takes responsibility for their part of the communication equation so instead of polarizing out to the red zone, people reinforce each other into the green zone. The virulent behaviors that tend to spread through teams like whining, negativity and sniping no longer do because people are inoculated against them. Instead of participating they support others in transforming those behaviors.”

Dr. Rick Brinkman

“Our first group recently completed Dr. Rick’s Conscious Communication program. We are forever changed. We laughed together. We learned together. We discovered how and when the way we communicate inhibits rather than enhances communication. We discussed and tried Dr. Rick’s strategies for improving and we were successful! As the facilitator of the group, I found the DVD and class materials made it easy. I am anxious to start a new group and will do so very soon.”

Martha Denton, Ed.M., RNC

Director of Education

Peace River Regional Medical Center

Port Charlotte, Florida

Conscious Communication Team Training Kit:

Designed as a do-it-yourself course for none trainers and HR professionals to do with their team. It includes:

- A 2.5 hour DVD video training by Dr. Rick broken down into bite size modules
- 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.
- Ten individual participant’s kits (additional kits purchased separately).

Each Participant’s Kit consists of:

- A 150 page workbook with both exercises, written assessments, and the perfect level of notes based on the video. The notes are the perfect balance of specific understandable information and bulleted easy access.
- A spiral bound desk reference, made to stand on a desk and present a summary page for each of the red zone behaviors.
- A copy of the book as published by McGraw-Hill: *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 a 4 to 8 week format depending how much time you can dedicate each week. You show one of the 8 to 10 minute modules of video and then do the corresponding discussions and exercises as suggested in the facilitators guide.

Once you have purchased the Facilitator’s Guide and the DVD (which comes with ten participant kits), you can continue to use the Guide and DVD to do other trainings and just purchase additional individual participant kits for each trainee. Training kit with 10 participant kits is only \$997. Additional participant kits are \$30 each.

Dr. Rick Brinkman's Conscious Communication® Order Form

(Your completeness & neatness in filling out this form is appreciated.)

CHECK ONE

Quantity Taken OR Ship



<p>The <i>Conscious Communication</i> personal package is the best way to master your communications and be successful!</p> <p>Includes:</p> <ul style="list-style-type: none"> • <i>Dealing With People</i> book • <i>Audio CDs</i> of a live seminar (4.5 hours) • <i>Desk Reference</i>, only \$65 (an \$80 value) 			
<p><i>Life by Design</i> package includes:</p> <ul style="list-style-type: none"> • <i>Life by Design</i> book • <i>Audio CDs</i> of a live seminar (4.5 hours) • <i>PDF workbook</i>, only \$45 (a \$65 value) 			
Dealing with People book - \$15			
Life by Design book - \$15			
Love Thy Customer book - \$19			
Dealing with People Desk Reference - \$15			
Two books for - \$30 , Three books for - \$40			
Conscious Communication Team Training Kit (10 trainees) - \$997			

Your credit card statement will be billed by: Rick Brinkman Productions

PAYMENT: (circle)

Cash Check Visa Mastercard AmExp

Credit Card # _____

Exp date.....Signature.....

Name.....

Title/Dept.....

Company.....

Address.....

City.....State.....Zip.....

Telephone ().....

Email.....

Subtotal

Shipping will be calculated for you based upon priority mail rates.

Total

You may also order by:

Calling: (712) 585-3865

Faxing: (773) 409-8010

Bulk orders: (503) 635-4145

Utilize the coupon code given at the seminar for the next 14 days at rickbrinkman.com

Yes! Have someone contact me about bringing Dr. Rick Brinkman to my company or association!

Yes! I'd like to receive Dr. Rick's FREE newsletter!