



Managing Key Relationships

"I've been in the training industry for 20 years and I'm convinced this is the best program I've ever seen!"
 Yvon Dray, Director of Training for Operations, Alcatel, Mexico City.

The Key to Improving Communication

You manage key relationships every day – clients, team members, colleagues, your boss and suppliers. They all make decisions that affect your goals. This program reveals the skills of how to achieve harmonious team relations, profitable client relationships and positively influence others to achieve your goals.

The Managing Key Relationships program will provide you with the skills and tools for communicating more powerfully and persuasively in any type of business or social situation. The program will provide you with:

- **Understanding and insight into your social and communication style, and the social styles of others**
- **Skills to build trust and to project empathy**
- **Capacity to deal effectively with relationship tensions and situations involving change**
- **A systematic approach to understanding, communicating with and managing others**
- **A six-step negotiation process to enable you to find a positive solution with even the most difficult people**
- **A personal 'gameplan' for dealing effectively with colleagues, clients and people in your life**
- **A lifetime set of tools for getting results.**

The Persuasive Communication program has been successfully used by over one million people worldwide and has been proven over the past 20 years to be one of the world's most effective communication skills training programs. It will equip you with the people and communication skills that are vital to success in both your work and personal life.

These new skills are easy to learn and immediately applicable to real-life work challenges. You will receive feedback on how business associates perceive your natural communication style, ability to project empathy, and level of interpersonal flexibility. We help you to understand your strengths in trust building, and more importantly, provide the skills to minimise or eliminate any weaknesses.

Key Features

- **360 Degree Feedback.** You select five people who know you well in your work life to complete a profile on how they perceive you as a communicator. This provides powerful self-knowledge and a platform to develop your skills during the program.
- **Unique Measures.** Unlike other tools, Persona's Personal Communicator provides valuable feedback on your empathy and flexibility levels which are key determinants of trust building.
- **Case Study Feature.** A special feature of the Persona program is that you apply your learnings immediately to a real-life situation. We will coach you, and help you to develop a practical plan for communicating more effectively with your chosen person.
- **Useful Take Home Materials.** Reports and Program materials provide you with complete feedback and information that you can refer to after the workshop.

CASE STUDY: Alcatel

- ▶ **Situation:** Alcatel, France, recognised that technology wasn't the only thing driving competition in the telecommunications industry. The company wanted to position itself for high-tech niches such as mobile phones and to broader new markets in Asia.
- ▶ **Course of Action:** Alcatel adopted a sales training program which included Persona's programs to understand the sales cycle and communication styles. The program was completed by 2,000 Alcatel employees throughout Europe.
- ▶ **Results:** The program was so successful in boosting French market share that it was later rolled out to ten countries throughout Latin America and three countries in Asia. The program has continued to improve sales results and increase market share on a global scale.

"To effectively communicate, we must realise 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

Who Should Participate?

- Professionals who need to influence others
- Account Managers dealing with high value or complex client relationships
- Negotiators handling complex or sensitive issues
- Sales executives who want to improve selling techniques
- Leaders, managers and supervisors who want to be more effective
- Team leaders
- Anyone who wants to communicate more effectively with others.

Credentials

Researchers at Applied Communication Technology and San Francisco State University have validated Persona's methodology, based on data collected in numerous cultures, including England, Japan, New Zealand, Switzerland, and the United States.

About Us

Dawson McDonald is the Australian Partner of the internationally recognised Persona International group, that offers business solutions to organisations throughout 45 countries. Company Principals, John Dawson and Carmel McDonald have been recruiting, consulting, training and coaching for Australian businesses for over a decade, following extensive industry experience.

About Persona

Persona International is a worldwide provider of learning, development and assessment tools and methodologies for organisations facing challenges in change leadership, communication, organisational alignment, sales, customer service, and management.

Corporations that have benefited from Persona Programs include:

General Electric	Microsoft	Exxon Mobil
Pfizer	Xerox	Applied Materials
BMW	Vodafone	British Airways
Mitsubishi	Dell Computer	Japan Airlines
Disney	IBM	Credit Suisse
Coca Cola	Alcatel	American Express
Hitachi	Motorola	Sony Music Entertainment

Benefits

Outcomes of this program:

- Understand colleagues' and customers' decision making motivations
- Adopt relationship strategies that are geared towards problem solving and superior customer service
- Improve internal and external co-operation, trust and communication effectiveness
- Use different communication styles in the negotiation process
- Respond to and turn around defensive behaviour
- Build empathy and interpersonal flexibility
- Manage relationships effectively
- Upgrade selling skills
- Negotiate in private and public situations



DAWSON McDONALD & ASSOCIATES PTY. LTD.

Management Consulting Services

Level 11, 179 Queen Street, Melbourne Victoria 3000

Phone: (03) 9602 4858

Fax: (03) 9602 4677

E-mail: info@dawson-mcdonald.com.au Web: www.dawson-mcdonald.com.au