Conscious Communication®
~
Dealing With People You Can’t Stand, How to Bring Out the Best in People Even at Their Worst
Dr. Rick Brinkman

Conscious Communication®
Keynotes & Trainings since 1980

Dr. Brinkman has worked with Fortune 500 companies for over 20 years providing customized training and keynotes in the areas of communication, leadership, team building and customer service. He travels to approximately 80 cities a year in the US and abroad which makes it easy for companies to offer Rick’s live presentations to their employees.

In-House Trainings & Keynotes
Share Dr. Brinkman’s message with your department head, HR and training departments. Have them contact us to discuss what we can do to improve performance in your workplace. Dr. Brinkman performs small group trainings, keynote speeches, and we have licensing programs for your trainers as well as “do-it-yourself” training kits.

For live presentations or bulk discounts on learning aids, contact:
Larry Cavender, 800-640-0848 larry@rickbrinkman.com

Learning Aids Enhance Every Presentation
Purchase individual learning aids at www.rickbrinkman.com or contact Nicole Paul, (712) 585-3865 DBS@rickbrinkman.com (Use coupon code SEMINAR at checkout and receive a discount. Good for 30 days after this presentation.)

Free Articles & Podcasts
Sign up for Dr. Brinkman’s enewsletter, the Conscious Communicator™ and receive valuable articles on how to apply Conscious Communication®. Be the first to know what’s new, where he’ll be speaking, discounts on trainings, new products, and advice on how to hone your Conscious Communication® skills.

Subscribe at http://rickbrinkman.com/enews

For a library of short articles by subject, visit: http://rickbrinkman.com/blog
Global Teleclass
8/10/10
Dealing With People you Can’t Stand
by Dr. Rick Brinkman

Welcome to:
Conscious Communication®
Bringing Out the Best in People
(even at their worst)

Rick Brinkman
Conscious Communication®

The Four Choices

- Attitude
- Behavior
- Leave
- Nothing
STRATEGY

1. Know what you WANT.
   Context & Relationship

2. Pay ATTENTION.

3. Be FLEXIBLE.

Objectives

Know you always have a choice (four actually)
Recognize the ten difficult behaviors
Understand why people act the way they do & strategy for each behavior
Begin to take the attitude of a Conscious Communicator®

Conscious Communicator®

Pay Attention to: Cause/Effect
Take Opportunities: to Practice and Learn
Going to the Gym
What it means to you

- It is exercise and you get stronger for trying
- Your health & well being
- You send out ripples in all direction
- Peace as a collective begins with individuals
**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
1. “I am hallucinating freely.”
2. “Is email the best way to proceed?”

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
1. “I am hallucinating freely.”
2. “Is email the best way to proceed?”
   ✔ “No”

3. Take Time on your side
   • Reread
   • Read Out Loud
   • Order of concepts - start positive
   • Use more paragraph spacing

4. Quote: What are you answering?
   • Second Opinion
   • Send to yourself
   • Begin with intent
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?

---

**Polarization**

- Believe your point of view is right
- Believe the other person’s point of view has no merit whatsoever. They must be stupid or mislead.
- Give them a name and generalize it
- Even if it does have merit don’t acknowledge it as that would seem to weaken your point of view

---

**Polarization**

- Pretend to listen while mentally preparing what you have to say
- When they stop to breathe jump in and say what you want to say. Give them no acknowledgment of being heard
- When they talk again interrupt them
- Escalate tone, intensity and emotions
Synthesis

- Assume that something greater will come from the synthesis of points of view
- Listen to genuinely understand
- Clarify your understanding and dig deeper
- Bring to intent & criteria to surface
- Summarize and confirm
- Transition formally without “but”

50% Off
rickbrinkman.com/dealingwithpeople

- CC package
  - Listen to a full program
  - Book & Desk Reference
  - Save $35
- Team Training
  - Video, Facilitators Guide, Participant kits
  - Save $498
Escape of Simone

• That German soldier has touched your life

Reunion of Simone & Felix

• That guy has touched your life
• You are always making a difference
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.

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.

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)