



DR. RICK BRINKMAN

# CONSCIOUS COMMUNICATION

*You were... terrific, sensational, dramatic, funny, entertaining, thought provoking, educational, spectacular, and the hit of the program. Our people loved you and as a meeting planner, I love that!*

– **Michelle Morgan**  
Executive Director  
Leisure Tours

## What is it?

Conscious Communication is a behavior modification program that positively changes the way people relate to each other, thus improving outcomes in leadership, team building, internal and external relations, and organizational and personal performance.

## Who will benefit?

Conscious Communication can be applied to any level of an organization.

- Executives use it to support leadership initiatives, especially in the areas of negotiation/conflict management and implementing organizational change.
- Managers and supervisors use it to improve individual performance outcomes and to build stronger teams.
- Personnel improve their understanding and ability to deal with people in a positive way in any situation.

## Business Outcomes

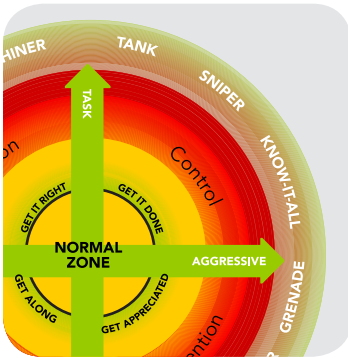
- 1 Increased motivation and morale.
- 2 Increased trust and respect.
- 3 Increased retention.
- 4 Increased productivity.

## Employee Outcomes

The focus is on gaining knowledge about why people act like they do and learning how to proactively influence relationships to meet organizational or individual objectives. Employees will learn how to:

- Communicate in a manner that prevents problem behaviors from occurring.
- Move people out of problem behaviors if they exhibit them.
- Positively influence the behavior of their sphere of contacts on a daily basis.
- Set a positive example for good communication.

## THE PHILOSOPHY



The Lens of Understanding\* separates personality from behavior.

Behavior is whatever people are presenting in the moment. Personality is a generalization we make based on the behavior we observe.

*Conscious Communication is based on the belief that good communication skills are the foundation of relationships and the lifeblood of effective leadership, teamwork, and organizational performance.*

In general, people's leadership and organizational effectiveness are a result of their ability to communicate. Employees need to be able to clarify expectations, provide feedback, and hold difficult conversations, all in a way that motivates a positive change in behavior.

Conscious Communication separates "personality" from "behavior". Behavior is whatever people are presenting in the moment. Personality is a generalization people make based on the behavior they observe. Someone may act very pushy at work, but their colleagues don't realize what a pushover they become in a different context or a different relationship. When people rely on "personality" then they assume that is the way people are and there is no changing them. Once we realize that people engage in different behaviors based on their needs in the moment, stress level, and reactions to the people around them, it becomes possible to understand that we can influence their behavior and bring out the best in them.

Conscious Communication teaches people how to consistently use communication on purpose to get the results that they want. It is very easy to take communication for granted. We have something to say, we say it, and we assume the other person understands. Unfortunately, unconsciously communicating can trigger behaviors such as whining, negativity, attacks, tantrums, and withdrawal. By paying attention and applying Conscious Communication techniques, we can avoid making the behavior worse and move the person out of the difficult behavior.

\*The Lens of Understanding is from the book *Dealing With People You Can't Stand, How to Bring Out the Best in People at Their Worst* (Brinkman & Kirschner, McGraw-Hill 1994, 2nd edition 2002)

## THE PHILOSOPHY *continued...*

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### **Communication is like a phone number.**

You need all the digits and you need them in the right order to get through.

The Conscious Communication behavioral model teaches strategies (phone numbers) that work in communication and result in people proactively influencing relationships to being out the best in people.

Effective use of Conscious Communication can raise productivity and save money. The cost of unconscious communication often goes uncalculated. Consider email misunderstandings, how much time is lost being concerned about it, trying to work it out, and clarifying what everyone really meant? When people work together, each interaction sets up the next. If a person perceives negativity from someone, that person may already be on the defensive in the next interaction and that defensiveness in and of itself can cause further misunderstanding. People with Conscious Communication training consider the big picture relationship with others and realize that the effort they put into effective communication is an investment in future relations and will result in saved time.

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### **Why Dr. Rick Brinkman?**

Dr. Rick Brinkman literally wrote the book on communication. His book, *Dealing With People You Can't Stand, How to Bring Out the Best in People at Their Worst* (Brinkman & Kirschner, McGraw-Hill 1994, 2nd edition 2002) has been an international bestseller for over a decade. It has been translated into seventeen languages, and is available in English in 20 other countries. It is used as a text for communication courses at many colleges. He is the author of numerous other books and video and audio training programs.

As a keynoter and trainer for over 20 years, he is known for his unique style of educating through entertainment to make the program engaging and the material memorable. He has worked extensively with companies in the United States, Europe and Asia.

More information can be found at [www.drbrinkman.com](http://www.drbrinkman.com).

DR. RICK BRINKMAN

**CONSCIOUS COMMUNICATION®**

## EXPERIENCE *A partial list of Dr. Brinkman's clients*

### **Entertainment/Leisure**

Lucasfilm, Ltd.  
Sony Pictures Entertainment, Inc  
American Broadcasters Assn.  
National Tour Assn.  
Inc. Magazine  
CXO Media  
International Publishing Management Assn.

### **Technology**

Adobe  
Alcatel  
AT&T  
Hewlett-Packard  
IBM  
Intel  
Tektronix  
Litton Guidance & Control Systems  
Westinghouse  
Sun Microsystems  
US West Paging, Inc.  
US Cellular  
Pacific Bell  
Southwest Bell  
Computer Sciences Corporation

### **Medical Technology**

Bayer  
Pfizer  
Merck  
Schering Plough  
Pharmacy Corp. of America  
Adventis  
Becton, Dickinson & Company  
Boston Scientific

### **Leadership Associations**

Young Presidents Org.  
ICI Canada Inc.  
US Chamber of Commerce (Satellite broadcast)  
Society of Association Executives  
National Personnel Assn.  
Excell Executive Leadership Exchange, Inc.  
High Achievers Network  
Assoc Of Mtg Planners  
Sisters Of Charity Foundation

### **Financial/Real Estate**

Lloyds TSB Bank Plc (UK)  
American Scandia  
Royal Bank of Canada  
Oolum Brown LTD  
Franklin-Templeton  
Windermere Real Estate  
Sun West Bank  
The Commercial Bank  
The Bank of New Mexico  
Federal Reserve Bank of NY  
Federal Reserve Bank of Boston  
International Credit Assn.  
Price-Waterhouse

Cauldwell Wingate  
Oregon Association Of Mortgage Brokers  
Transcitive  
Wells Fargo Card Services

### **Legal/Insurance**

Baron & Budd Law Firm  
Association of Legal Administrators  
National Assn. of Court Managers  
Michigan Bar Association  
Assn. of Legal Administrators  
Prudential  
Nationwide Mutual Insurance Companies St. Paul  
Surety  
Mutual of Omaha  
AETNA  
Voyager  
BlueCross BlueShield  
Farmers Insurance Group of Companies

### **Government Agencies/Services**

NASA - the Astronauts  
City of Leicester, Britain  
City of Decatur  
City of Sacramento, California  
Dept of Motor Vehicles, Oregon  
Dept of Corrections, California  
United States Department of Veteran Affairs  
Federal Aviation Administration  
Federal Bureau of Investigation  
United States Navy, OICC MidPac,  
United States Air Force, Travis Base  
United States Army, Fort Ord  
United States Forest Service  
US Army Finance Center  
City Of Agoura Hills  
Association of Washington Cities  
League of California Cities  
Iowa Public Employees Retirement System

### **Manufacturing/Services**

Rockwell Automation  
Maytag  
Boeing  
Caterpillar  
Estee Lauder  
Kawasaki  
McDonnell Douglas  
Rocketdyne  
Air Products & Chemicals  
Alfa-Laval Separation  
Xerox Corporation  
Quaker Oats  
Texaco Training Center  
Ralston Purina  
Petronas  
Snap On Tools  
Metso Minerals Industries, Inc.  
Ameriquest Corp, TLR  
National Air Cargo & Express Group

Int/L Assoc Of Plumbers & Mechanical Officials  
National Association For Pupil Transportation  
Truckload Carriers Association  
Viking Sewing Machines, Inc.

### **Health Industries**

American Dental Assn.  
American Heart Assn.  
American Assoc for Homecare  
American Red Cross  
American College of Physician Executives  
Blue Cross Blue Shield MN & MA  
State Hospitals of Hawaii  
National Kidney Foundation  
Providence Hospital  
St. Elizabeth Medica  
Swedish Hospital  
VA Medical Center  
Bristol Park Medical Group  
Del Sol Medical Center  
FHN Memorial Hospital  
L.A. Care Health Plan  
Loma Linda University Medical Center  
Memorial Hospital At Gulfport  
Case Management Services Assoc.  
Nurse Practitioner Associates For Continuing  
Education (NPACE)  
Presbyterian Healthcare

### **Utilities/Services**

Con Edison  
Pacific Power & Light  
Pacific Gas & Electric  
Entergy  
Indian Point Nuclear Power Plant  
Sierra Pacific Power  
Southern CA Edison  
Westpac Utilities  
Dept. of Energy  
Western Area Power  
National Assn. of Electrical Distributors  
Eastern Municipal Water District  
American Public Works  
PPL Electric Utilities

### **Hospitality/Consumer Goods**

Aston, Hotels & Resorts  
Hyatt Hotels & Resorts  
Leisure Tours  
National Tour Association  
National Restaurant Assn.  
Anheuser-Busch Companies  
Kuni Cadillac & BMW  
Safeway Grocery  
SuperCuts  
FedEx Freight West  
QVC  
California Food Service Association  
Princeton University Dining Services  
Roth's Foodcenter