



DR. RICK BRINKMAN

CONSCIOUS COMMUNICATION®

CONSCIOUS COMMUNICATION®

How to Bring out the Best in People Even at their Worst

You scored the highest rating of any speaker at our conference.

We definitely want you back!

– **Cynthia Mollus**
CIO Executive Programs

In an energetic, humorous manner, Dr. Rick's message hits home with situations that people find themselves in every day and empowers them with practical solutions. Communication is like a phone number, we need all the digits to get through and we need them in the right order. When we don't pay attention to our communication and its effects on people, we often create difficult situations. By becoming a Conscious Communicator - having the skills and knowing the specific strategies to handle various problem behaviors - we empower ourselves to be successful in bringing out the best in people.

Dr. Brinkman's compelling communication tactics include:

- Understanding: Why do people act like they do? Why does one person throw a tantrum and another become quiet and withdraw?
- Good Communication Skills: Recognize the basic skills that you use unconsciously when you get along with people & learn how to use them on purpose with difficult people.
- How to use the power of your projections to influence people.
- The secret that opens the door to people's mind.
- The 4 essential skills that will prevent most conflict.
- Strategies to eliminate the 10 Most Unwanted Behaviors:
Tank attacks, Grenade tantrums, Snipers, Whiners, Know-it-Alls Think-they-know-it-Alls, Yes people, No people, Maybe people, Nothing people

This is Dr. Brinkman's most popular program, conference audiences love the keynote version combined with a break out. The full day training for entire teams, departments and organizations is also a favorite.

This program is based on Dr. Brinkman's best selling 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). Special learning packages (books, CDs, desk references) are available for your attendees and a book signing/Meet the Author can be arranged.

*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

UNDERSTAND CONSCIOUS COMMUNICATION

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

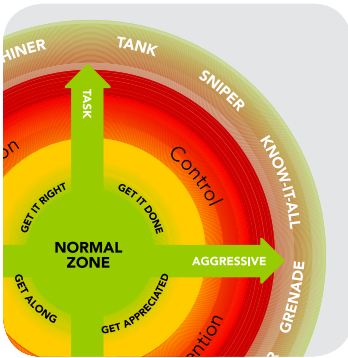
- 1** Increased motivation and morale.
- 2** Increased trust and respect.
- 3** Increased retention.
- 4** Increased productivity.

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
- Move people out of problem behaviors if they exhibit them.
- Positively influence 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...*



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.

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 Administators
Prudential
Nationwide Mutual Insurance Companies St. Paul
Surety
Mutual of Omaha
AETNA
Voyager
BlueCross BlueShield
Farmers Insurance Group of Companies

Government Agencies/Services

NASA
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