



100%
more awareness

Course to become Professional Business Communicator®

Professional communication and personal effectivity

At your work, you'll spend a lot of time communicating with your colleagues, managers, customers, etc. If you're able to communicate clear, structured and motivating, you'll be much more effective and get a higher response. This will give them and you nicer results.

Target group

This forming and challenging course is specifically designed for employees and managers who wish to build out and develop their managerial and communicative performance.

Results

You will get insight in your personal effectivity and professional communication skills.

The core of the training is that due to the exercises, dialogue and personal feedback, you will learn how to you adequately apply the theory in practice.



'I thought I was able to communicate on a professional level, nothing was less true. A professional doesn't think about himself, but about the result. The PBC-training learned me to do so, voluntary but never open-ended.'
Salesmanager



200%
more professional

Your Results

After successful completion of this education, you have gained a lot of knowledge and skills. Your communication skills, your attitude and your management and coaching qualities have strongly improved.

Why People-Management?

- You work in small groups (a maximum of 12 persons).
- You conceive a lot of personal attention and high quality feedback.
- Our way of teaching makes the learned skills directly applicable with measurable results.
- You are studying with same minded and motivated people.
- You need an organization that knows that positive personal evolution takes time.
- You study with an organization with verifiable results.

The education

The course is given in eight modules of two days and has a span of twelve months. Every first day of a module has an evening program, preceded by a group dinner. Participating in the first and second module is mandatory for every student. To be able to participate in the exam, at least twenty day parts of presence are required during the remaining modules.

Feedback guaranty

The mornings of modules three, five and seven consist of a theoretical and practical evaluation. By doing this, we guarantee constant individual feedback about the state of your theoretical knowledge, the development of your skills and personality.



„An education that hands a lot of tools. Where I am stimulated to redefine my boundaries. With an individual approach, going beyond the transfer of knowledge.“
M. Rumpff, Pronofit Beheer

Content of the education

During this education, in which many practical skills will be intensively trained, the following subjects come at issue:

Non-verbal communication

- The meaning and application of non-verbal communication
- Attitude
- Gestures
- Voice quality
- Clothing
- Using of the room and attributes

Personal effectiveness

- Converse structured based on the conversation model.
- Working within time frames.
- Meeting techniques.
- Time management.

Problem handling

- Solving conflicts.
- Aligning values and standards.
- Negotiate at the workspace.
- Intervention skills.

Guidance of employees

- Coach and advise your employees.
- Transfer procedures to work efficiently to your employees.

Outcome focused communication

- Outcome focused communication
- Active listening
- Summarizing, backtracking and paraphrasing
- Clear and assertive communicating.
- Question techniques and different types of questions.
- Making questions and dealing with the answers.
- Noticing reactions and respond to these.
- Give and receive high-quality feedback.

Motivation

- Dealing with different thinking styles.
- Elicit and apply human criteria.
- Obtain commitment

Dealing with emotions

- The origin of emotions and their impact
- Dealing with different interests of employees and successfully enthuse your employees.
- Mapping of beliefs and help adjust those beliefs.

Appearance

- Personal congruency
- Decisional behavior
- Being authentic



“The best investment in my personal evolution ever; unsurpassed score in Return on Investment!”

A.J.G.R. Frenken, financial manager.

Program of the course

Eight modules during one year.

Module 1. Power and Control **Controlling the content and direction of a conversation.**

Have you ever thought: 'I'm talking to somebody and what makes that I feel so unequal?'

Have you ever experienced when you're in a conversation, your interlocutor just kept talking and talking and you couldn't do anything about it?

In this module you will learn specific non-verbal communication skills;

How to take the lead and direct a conversation by using your non-verbal communication skills.

Module 2. From Failure into Success **Formulate achievable goals.**

Dreams, they are nice to have, they guide us. But, achieving your goals and score gives so much more satisfaction.

In this module you will learn the verbal skills that are necessary to map the current situation and formulate logical, achievable goals; using the PBC-conversationmodel.

Module 3. Magical Interviewing **Challenge your interlocutor to change.**

Standard question techniques... is just not your thing! Listening and asking the right question, however, is!

In this module you will learn to recognize 'language-violations'. By using specific interview- and question techniques you challenge these 'violations'. This way you're helping your interlocutor to change his perception.

Module 4. Motivate and Demotivate **Commitment**

Do you repeatedly experience that employees or costumers say they will do something, but end up doing nothing?

In this module you will learn to elicit how and based on what people decide and you learn to track down in which way commitment is present. How to increase commitment and enthusiasm.

Module 5. State Control **Strategies for excellent functioning.**

Do you ever think: 'How can he do all of that? He had, just as us, only 24 hours a day? Some people can do everything! Some people can get other people to do anything for them! How do they do that?'

In this module you will train procedures to obtain the desired results, both with yourself as with others. Which makes excellent functioning an option. The things to learn are time management and meeting techniques.

Module 6. Intervene **Problem solving meeting techniques.**

Have you ever had the idea that your overwhelmed by all the models you've learned?

In this module you will train the analysing of problems. Choosing and using of the most effective intervene techniques. By which you're able to do real problem-solving.

Module 7. Your Core-triangle **Know yourself: Personal Transparency.**

It seems sometimes as if you have only one pitfall, and that you come across that one all the time.

In this module you will learn not only what that is, you learn why you have it and how to cope with it.

Module 8. Exam Integration and Certification **Proved competence**

You have grown a lot. In your theory, skills and personal functioning. Not only you self, the people around you too, knowing you have changed a lot for the better. By which criterion is this growth verified? The criterion of only your own perception or objective tested by external examiners.

Number of participants per group

The course is given in small groups. Therefore you get a lot of personal attention from your experienced trainers.
The maximum number of participants is twelve.

Guidance

Depending on the size of the group, one or more former PBC students can be present as guides during the education.

Guarantee of quality and continuity

The guarantee of quality and continuity is preserved by a special council. (RvT)

Data and investment

For the most current information, check our website: www.people-management.nl.

Certificate

▪ Attendance Certificate:

When you've fulfilled the attendance requirements, you will receive the People-Management Attendance Certificate.

▪ Competence Certificate:

If you meet the formal theoretical, practical and personal exam criteria, you receive the People-Management Professional Business Communicator® competence certificate. Because the education also answers to the INLPTA (International NLP Trainers Association) standards, you can receive the INLPTA Business NLP Practitioner Certificate.

Admission criteria

All participants will be invited for a intake. Preceding the course there will be made a Mental Preference Profile®. This profile is part of the course. The course is developed for middle and higher management.ack.

Study load

- **Dialogue.** You will train on regular base between the models with your dialogue-group. This will take an average of one and a half hour per week, or three hours per fortnight.
- **Self study.** Theory and practice. Depending on your learning style; two-three hours per week.

Trainers

You will be trained by selected trainers that meet our high standards.