

language and behaviour (LAB) profile • 1

who should attend

Managers, leaders, recruitment agents and HR specialists, sales people, marketers, public speakers, professional communicators.

Those of you who wish to understand what motivates yourselves and others in a variety of situations and have a desire to influence the outcome of your communication.

topics we will cover

- Why influencing - how you can't help but influencing others.
- What is LAB
- How does it work - setting a context vs branding someone
- Motivation traits
 - how to recognise each type
 - associated behaviours
 - influencing language
- Working traits
 - how to recognise each type
 - associated behaviours
 - influencing language
- Putting it all together - the questionnaire
- How to use this tool
- The *macho* test
- Possible applications of the LAB skills - What will do you with it?

course style

Highly interactive. A combination of theory, discussion, roleplay and practical exercises will be used. Full course notes are provided.

duration

Two days (level one).

investment

£495.00 + VAT (includes registration, refreshments, course materials and light buffet lunch).