

language and behaviour (LAB) profile • 2

who should attend

People who have attended LAB 1 and want to practice the skills learned, improve on those skills and find out more new things about LAB.

topics we will cover

- The choice of how to influence people
- Combined patterns - what does it all mean
- Spotting patterns in people's speech and writing
- They are everywhere! Spotting patterns in advertising, articles, press etc
- Possible applications - who do we want to attract (either as customers, new employees, partners, or members of a team)
- Putting them in practice - design communication pieces to appeal to certain groups
- Flexibility - public speaking - how to appeal to all types of people
- Rapporting and influencing people who have a very different style to yours
- Possible applications of the LAB skills - What will do you with it?
- If you thought you could not take these skills too far...

course style

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

duration

Two days.

Investment

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