



PREFERENCE

Thinking and Communication Styles

DESCRIPTION

This course uses the Herrmann Brain Dominance Instrument (HBDI) to profile thinking preferences and provide insights into individual communication and influencing styles. It also explores the Emotional Competence Framework, drawn from the work of Daniel Goleman. The course looks at how to use this knowledge to recognise others' preferences and how to adjust ones thinking and behaviour to create a more desirable result.

METHOD

Instructor led, highly experiential, course, video, discussion, role play application and exercises

COURSE DURATION

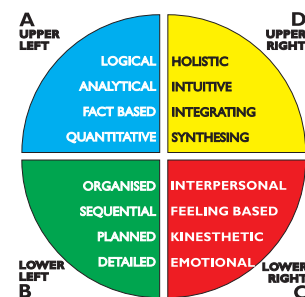
1 day

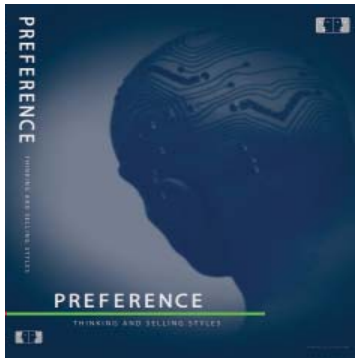
OUTCOMES

- Insights into the thinking, decision-making, problem solving, and communication styles of individuals and the group
- Recognition of personal preferences, their impact on communication, influence, and customer relations
- An understanding of how to maximise productivity of individuals/groups in pitches and projects
- Gain individual recognition of skills to develop
- Increases in team effectiveness and reduction of potential conflict
- Individuals and teams that plan more effectively and make more 'whole brain' decisions
- Better understanding of clients' communication preferences and an ability to adjust styles appropriately

KEY AREAS

- Success element at work - 'Emotional Competence'
- HBDI and debrief
- Understanding Self and Impact at Work
- Understanding Others
- Effective Thinking
- Effective Communication
- Maximising Group Effectiveness





PREFERENCE

Thinking & Selling Styles

DESCRIPTION

This course uses behavioural research of over 10,000 sales calls in 24 countries to compare the activities of product selling with business solution selling so participants understand the different approaches. It then uses the Herrmann Brain Dominance Instrument (HBDI) to profile thinking preferences and provide insights into individual selling styles. The course then looks at how to use this knowledge to recognise what behaviour and thinking will come naturally and what will require over compensation.

METHOD

Instructor led, highly experiential, course, video, discussion Role play application and exercises

COURSE DURATION

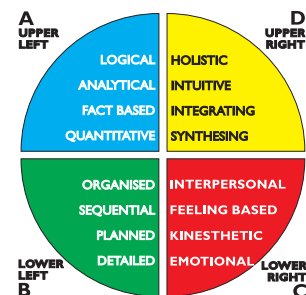
1 day

OUTCOMES

- Insights into the thinking, decision-making, problem solving, and communication styles of individuals and the group
- Recognition of personal preferences, their impact on solution selling and communication
- Gain individual recognition of skills to develop
- Be more likely to develop skills that may go against preference.
- A framework for solution selling meetings
- Take a more strategic approach to solution selling
- Better understand clients' communication preferences and adjust styles appropriately

KEY AREAS

- Benchmark role-play
- World's best-practise solution selling research
- HBDI profiles and debrief
- Understanding self and impact on selling styles
- Understanding Others
- Effective Thinking
- Selling and persuading others
- Re-benchmark role-play





ENGAGE

Essential Presenting

DESCRIPTION

This highly experiential course uses simple to remember and easy to apply tactics strategies and tips to ensure participants see significant improvements in the way they communicate and present in just two days.

The course data is based on studies of over 10,000 business presentations, and is used by many of the world's most successful companies to create winning presentations to stakeholders and plan more effective face-to-face business communications and meetings.

COURSE DURATION

2 days

OUTCOMES

- Be more confident in all face-to-face presentations and communications
- Use the Communication Planner™ to map out on one sheet meetings and presentations that result in action!
- Be more persuasive in all communication
- Plan presentations, meetings and documents in, at least, half the time
- ENGAGE audiences of all sizes and types
- Persuade internal and external stakeholders
- Use visuals and documents that aid, rather than distract from, the message.

KEY AREAS

- Presentation planning
- Structuring effective presentations and meetings
- Persuasive Language
- Delivery skills that engage others

METHOD

Instructor led, highly experiential, course discussion, video, individual coaching and critique





ENGAGE

Essential Presenting (inc. HBDI)

DESCRIPTION

This course is incredibly powerful with participants seeing significant improvements in the way they communicate and present in just 2 days.

It is particularly good for accomplished and 'self taught' presenters wishing to refresh on the essentials as well as those less experienced.

What makes this course outstanding is the Herrmann Brain Dominance Instrument (HBDI) profiling tool that provides insights into individual thinking and communication preferences and how to adjust your approach based on a recognition of audience members' preferences.

The course data is based on studies of over 10,000 business presentations, and is used by many of the world's most successful companies to create winning presentations to stakeholders and plan more effective face-to-face business communications and meetings.

COURSE DURATION

2 days

OUTCOMES

- Recognition of personal preferences, their impact on communication and presenting
- Better understanding of an audiences' communication preferences and needs
- Understand the impact of your presenting and communication style
- Tailor your own style and message based on an understanding of listener communication preferences
- Be more confident in all face-to-face presentations and communications
- Use the Communication Planner™ to map out on one sheet meetings and presentations that result in action!
- Be more persuasive in all communication
- Plan presentations, meetings and documents in, at least, half the time
- Persuade internal and external stakeholders
- ENGAGE audiences of all sizes and types.

KEY AREAS

- Your communication preferences (HBDI debrief)
- Presentation planning
- Structuring effective presentations and meetings
- Persuasive Language
- Delivery skills that engage

METHOD

Instructor led, highly experiential, course discussion, video, individual coaching and critique





CLEAR

Essential Business Writing

DESCRIPTION

The way we read is changing and business writing must keep pace. Business writing has changed over the last 20 years. Long phrases and jargon, the 'business-ease' that was once the hallmark of business writing in the past has seen its day. In business writing, less is most certainly more.

In our modern information age, we are bombarded with data in verbal and visual form. We have learnt to read in 'bytes' of information; short pieces that are easily digestible and which get to the point quickly. This course looks at basic, effective written business communication and how to communicate your message in the best possible way.

COURSE DURATION

1 day

OUTCOMES

- Learn to use the best business vocabulary and to write (and edit) sentences and paragraphs for memos, e-mail, letters, abstracts and proposals
- Learn the craft of writing and the importance of editing
- Learn to value words and to craft sentences and paragraphs that deliver audience-oriented messages with power
- Understand writing as a part of the reading process
- Understand how reading has changed, and learn to write accordingly
- Re-learn the basics of punctuation and grammar
- Begin to write in an active voice – a more persuasive and concise way of writing
- CLEAR messages to increase business communication success

KEY AREAS

- The Four Stages of Writing
- Overcoming Writer's Block
- Punctuation
- Spelling, grammar and business cliches
- The rules of business writing
- The Proposal
- Reports, emails, memos and sales letters

METHOD

Instructor led, highly experiential, course discussion





WINNING

The Art of Influence and Persuasion

DESCRIPTION

This course is an introduction to social influence, heuristic thinking and the principles of persuasion and how they can be used to affect people's attitudes and behaviours. It ventures into areas rarely covered by other communication skills courses giving you an insight into the use of proven influence techniques and strategies used by highly successful influence professionals.

COURSE DURATION

1 day

OUTCOMES

- Build more credibility
- Have people agree to your requests more readily
- Develop rapport quicker
- Develop urgency in others
- Recognise opportunities to use influence principles ethically
- Understand the importance of questioning in an interaction in order to achieve a WINNING outcome

KEY AREAS

- The Umbrella of Influence
- Heuristic and Systematic thinking
Social Influence
- Instant influence and affecting behaviour
- Shifting attitudes in the longer term using persuasion

METHOD

Instructor led, course discussion, team exercises





SUCCESS

Winning on the Phone

DESCRIPTION

In one day you will learn how to use the Warm Call Planner™, a highly effective tool, based on proven influence strategies, that turns potential 'cold' calls into 'warm' calls as well as qualifying and confirming meetings with prospects at the highest of levels.

Its success rate is spectacular with most experiencing between 90-100% success rate when using it.

This course is invaluable for any professional (not just sales people) who needs to contact and get meetings with time poor decision-makers.

The system learned has been used by the legal, media, financial and IT industries to get meetings with new, 'C-level', prospective clients. Its even been used successfully in the Public Relations industry to get the most jaded of journalists to meet with clients!

COURSE DURATION

1 day

OUTCOMES

- Never make a cold call again
- Understand and leverage the power of influence to ethically 'create' referrals and gain confirmation to the meeting
- Leverage current relationships ethically and effectively
- Qualify calls immediately
- Know when to call and what to say
- SUCCESS at booking meetings that enable you to find out more rather than have to 'pitch' services

KEY AREAS

- Becoming proactive
- The anatomy of an effective "warm" call
- Creating referrals when you don't have them
- "Gatekeeper" strategy
- Using the Warm Call Planner™

METHOD

Instructor led, highly experiential, course discussion, individual coaching and critique





ACHIEVE

Influence on the Phone

DESCRIPTION

A practical sales-focused course specifically created by TIA for Oracle Direct.

In one day you will be introduced to powerful influence and persuasion strategies and tactics and learn how to apply these using the *Warm Call Planner™*, a highly effective tool that turns potential 'cold' calls into 'warm' calls, qualifies prospects and gets agreement to your requests from people at the highest of levels.

Its success rate is spectacular with most experiencing between 90-100% success rate when using it.

This course is invaluable for anyone who needs to effectively contact and get agreement to action with time poor decision-makers.

This system has been used to get meetings with 'C-level', prospective clients. It's even been used successfully in the PR industry to get jaded journalists to accept stories!

COURSE DURATION

1 day

OUTCOMES

- Never cold call again!
- Gain agreement to the need for your solution before offering it
- Know how to get "yes" quickly and ethically
- Look at what you offer in terms of solutions not products
- Be more persuasive
- Ethically 'create' referrals
- Know what to send prior and how to use it
- Qualify calls and level of interest quickly
- Get to speak to the right people at the right time
- Set up future sales calls as investigation sessions rather than pitch sessions
- Handle objections

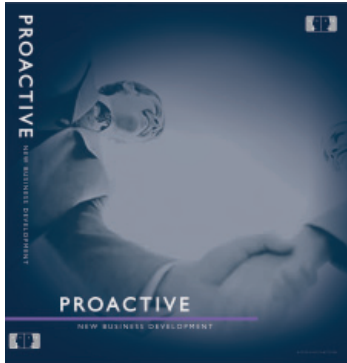
KEY AREAS

- What is effective influence?
- Understanding the Customer Buying Cycle
- The 'Umbrella of Influence'
- The 6 social compliance principles
- Persuasion and affecting attitude
- Creating referrals when you don't have them
- 'Gatekeeper' strategy
- 11 basic types of evidence
- Using the Warm Call Planner™
- Application Role-plays

METHOD

Instructor led, highly experiential, course discussion, individual coaching and critique





PROACTIVE

New Business Development (NBD)

DESCRIPTION

A course for anyone who needs to proactively find, approach, develop and win, profitable new business now. This course was developed primarily for organisations that provide solution-based services and employ individuals who may not have a sales background but are required to source new pieces of high value business in the minimum amount of time.

COURSE DURATION

3 days

OUTCOMES

- Better recognise symptoms of excellent new business opportunities
- Leverage current relationships ethically and effectively
- Get at least 9 meetings from every 10 calls!
- Develop referrals so that you never have to make a 'cold call'
- Use a qualifying criteria that will make more effective use of your time
- Start chasing and winning profitable clients and business you can win
- Gain commitment from others using influence not coercion
- Reduce the length of your sales cycle
- Network more effectively
- Apply what is learned immediately to your business
- PROACTIVELY apply what you've learned to attract, win, and retain new business

KEY AREAS

- Understand your NBD preferences
- The NBD process
- Proactive NBD planning
- Developing a NBD criteria
- "Warm" calling
- Discovery planning and technique
- Planning and developing persuasive solutions
- Closing and compliance

METHOD

Instructor led, course discussion, video, case study team planning and individual feedback





INSPIRE

Presentation Mastery

DESCRIPTION

This course is for experienced presenters confronted by the most challenging audiences, wishing to take their business presenting to the next level. It goes beyond the basics of structure and delivery skills and looks at how to truly engage and persuade an audience through storytelling and advanced delivery/acting techniques.

COURSE DURATION

2* or 3 days

** 2 day course requires participants to have been HBDI profiled and debriefed*

OUTCOMES

- Understand what is required to achieve “Mastery”
- Plan more focussed presentations and pitches in, at least, half the time
- Improve ability to deliver to difficult audiences
- Extend your repertoire of delivery styles to connect with different audiences
- Create memorable presentations using storytelling techniques
- Increase confidence in all face-to-face presentations and communications to ‘C’ level and senior management
- Harness your natural style to create greater authenticity in your presentations
- INSPIRE individuals to take action

KEY AREAS

- Defining Mastery
- “Whole Brain” presentation planning
- Engaging the audience and increasing retention
- Defining and overcoming challenging audiences
- Persuasive structures for presentations and pitches
- Character development
- “Inner Critic” vs “Inner Coach”
- Storytelling
- Delivery skills
- Presentations and video playback

METHOD

Instructor led, highly experiential, course discussion, video, individual coaching and critique





PERSUADE

Advanced Business Writing

DESCRIPTION

The way we read is changing and business writing must keep pace. Business writing has changed over the last 20 years. Long phrases and jargon, the 'business-ease' that was once the hallmark of business writing in the past has seen its day. In business writing, less is now most certainly more.

In our modern information age, we are bombarded with data in verbal and visual form. We have learnt to read in 'bytes' of information; short pieces that are easily digestible and which gets to the point quickly.

This course goes beyond basic writing techniques and looks at how to write persuasively, creatively and clearly so as to develop the desire in the reader to take action.

COURSE DURATION

1 day

OUTCOMES

- Recognise your personal writing preference
- Understand how to write to readers with opposite reading preferences to you
- Understand writing as a part of the reading process
- Re-learn the basics of punctuation and grammar
- Begin to write in an active voice – a more persuasive and concise way of writing
- Learn how to overcome writer's block
- Use the TIA Communication Planner to save time
- Create documents that result in action
- Use a 'mind-map' to help plan your writing
- Be better able to edit and evaluate your work
- Understand the basics of report format
- Executive summary writing in a nutshell
- Create documents that PERSUADE clients to take action

KEY AREAS

- Active vs Passive voice
- Reader-centred writing
- Creative techniques to capture and synthesise information
- Using logical flows to increase understanding
- Writing with brevity to aid clarity

METHOD

Instructor led, practical exercise using PC and laptop





DISCOVERY

The Art of Questioning including HBDI™

DESCRIPTION

In this course, participants learn how to use different questioning techniques and models to effectively uncover, understand and develop stakeholder needs.

The concepts covered act as the foundation to excellence in solution selling, consulting and customer service.

The Herrmann Brain Dominance Instrument (HBDI™) probing tool provides insights into individual thinking and communication preferences. Participants use this knowledge to understand areas of current strengths and weakness.

They learn where to focus their efforts in developing skills that will maximise their effectiveness in stakeholder communication and position them as more of a 'trusted advisor'.

OUTCOMES

- Use a non-rigid, tried and tested questioning model used by highly persuasive business people around the world to uncover, recognise and develop the needs of clients, prospects and other stakeholders
- Reduce the sales cycle by increasing urgency
- Understand what are effective (versus ineffective) questions
- Have more confidence especially with senior and 'challenging' clients
- Understand others better through active and empathic listening
- Build credibility and rapport, especially with senior people
- Understand others' priorities
- Recognise additional selling opportunities

KEY AREAS

- The Buyer Cycle
- HBDI™ and debrief
- Whole Brain Questioning
- Meeting structures
- Establishing credibility
- The SOCIT Questioning Model
- Active/empathic listening skills

METHOD

Instructor led, course discussion, video, case study, team planning and individual feedback

COURSE DURATION

2 days





DISCOVERY

The Art of Questioning

DESCRIPTION

This highly experiential ('learn by doing') session provides participants with the opportunity to focus on the investigative skills and behaviour used by successful business people around the world by working in groups and as individuals on specifically developed case studies.

COURSE DURATION

2 days

OUTCOMES

- Use a non-rigid, tried and tested questioning model used by highly persuasive business people around the world to uncover, recognise and develop the needs of clients and prospects
- Reduce the sales cycle by increasing urgency
- Understand what are effective (versus ineffective) questions
- Better recognise and uncover prospect priorities and needs
- Have more confidence especially with senior and 'challenging' clients
- Understand others better through active and empathic listening
- Ask questions that build credibility and rapport with senior people
- DISCOVER how to uncover essential client needs

KEY AREAS

- Stages to client-centred interviewing
- 5 levels of listening
- 'Chunking' information
- The SOCIT questioning model
- Objective setting
- Ethical persuasion and compliance principles

METHOD

Instructor led, course discussion, video, case study team planning and individual feedback





YES

The Art of Negotiation

DESCRIPTION

Based on in-depth research of what makes great negotiators, this course provides you with practical negotiation skills that will help you get what you want using a collaborative approach rather than stubborn haggling over positions.

COURSE DURATION

2 days

OUTCOMES

- Powerful strategies to improve influence in both two-party and multi-party negotiations
- General frameworks for a more rational approach to negotiation
- Prepare, position and structure competitive negotiation situations
- Discover when to walk away
- Increase your ability to claim value from negotiations
- Recognise and deflect bargaining ploys used against you
- Discover how to evaluate and augment your personal negotiation style
- Add new tactics and strategies to your toolkit for greater bargaining success - obtaining a YES from your clients more frequently

KEY AREAS

- Not bargaining over positions
- Separating people from the problem
- Understanding who has the power
- Insisting on objective criteria
- Understanding all parties 'Best Alternatives to a Negotiated Agreement'
- Being aware of social influence pressures
- Recognising when not to negotiate

METHOD

Instructor led, role play, course discussion, video, individual coaching and feedback





COLLABORATE

The Art of Facilitation

DESCRIPTION

This course improves the effectiveness of today's business facilitators through an interactive approach to imparting high impact facilitation skills. Techniques from Management Consulting, Adult Learning, and Neuro-Linguistic Programming have been used to create the session content. Participants will apply facilitation techniques using practical exercises, activities and a range of scenarios to practice new skills and obtain performance feedback

COURSE DURATION

2 or 3 days

OUTCOMES

- Learn the essential skills to facilitate interactive learning sessions, resolve intra/inter-team conflict, and achieve group/project outcomes
- Optimise individual and group outcomes
- Effectively manage groups ranging in size from 6 to 36
- Assist business teams to discover/ uncover their needs and pain points
- COLLABORATE with your audience to provide better business outcomes

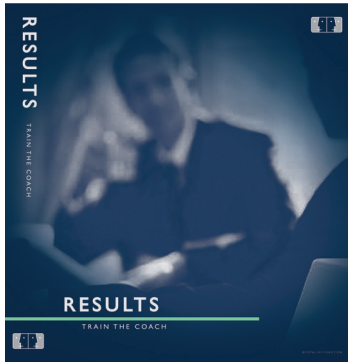
KEY AREAS

- Four guiding principles for facilitators
- Facilitation process
- Interpersonal communication techniques
- Managing group behaviour
- Responding to group behaviour
- Session feasibility and planning
- Harnessing facilitation resources

METHOD

Instructor led, role plays, video, team and individual exercises





RESULTS

Train the Coach

DESCRIPTION

“How do we ensure what is learned is implemented?” This is a question asked by many organisations and managers that have invested in developing their people’s skills.

This session ensures new behaviour is turned into applied habits through the manager’s ability to effectively coach his/her people.

It looks at what it takes to be a great coach and then applies these principles to real life scenarios.

Managers become aware of the subtleties of understanding, managing and coaching different team members and how to adjust their preferred style to maximise results and relationships.

DURATION

Half day one-on-one intensive session
One day for groups up to 6

Telephone follow-up sessions as required

OUTCOMES

- Understand strengths and weaknesses of current managing and coaching style
- Improve application of newly learned behaviour/skills
- Know how to effectively prepare and conduct a coaching session
- Increase personal effectiveness in developing people
- Minimise ‘bad habit creep’
- Achieve results through improving individual and team performance
- Strengthen manager/team member relationship. Agree, manage and achieve ‘stretch goals’
- Manage, rather than avoid, difficult staff issues

KEY AREAS

- Differences between coaching, counselling, training and mentoring
- Adjusting approach to individual styles and circumstances
- The role of the Manager as Coach
- Solution vs problem focused approaches
- The ‘GROW’ coaching model
- Constructive performance feedback
- Using the TIA critique sheet
- Difficult or reluctant employees

METHOD

Instructor led, highly experiential, course discussion, individual coaching and critique





EXCELLENCE

The Art of Consulting

DESCRIPTION

This course will build upon your existing technical skills and knowledge to equip you with powerful consulting skills and competencies. You will learn how to develop a consultative approach to your work that is both systematic and effective and that will enhance your individual and departmental standing in the business.

COURSE DURATION

3 days

OUTCOMES

- Successfully drive internal projects and initiatives
- Develop a consultative approach to your work that is both systematic and effective
- Deliver relevant and responsive in-house consulting services to your organisation
- Further develop your potential as an internal advisor
- Maximise your contribution to improving your organisation's business performance
- Improve your organisation's business performance through better IT services
- Deliver EXCELLENCE in all your consulting engagements

KEY AREAS

- Creating the in-house consulting context
- Managing organisational change
- Initiating an in-house consulting project
- Understanding and influencing client thinking
- Building effective in-house project/consulting teams
- Gathering, structuring and communicating quality information
- Communicating findings to your client
- Continuing your in-house consulting journey

METHOD

Instructor led, highly experiential, case study based, self assessment





PITCH DOCTOR

Major Presentation and Pitch Coaching

DESCRIPTION

Imagine you have your own expert coach whose job it is to apply proven models and principles to help you win a major pitch presentation.

The Pitch Doctor is a Total Inter Action Master Trainer who coaches individuals and teams to plan, develop and deliver winning pitches and presentations.

And it works! With an 87% win rate* for pitch presentations using a Total Inter Action Pitch Doctor. That's hundreds of millions of dollars worth of business won.

* 10 years tracking of pitches involving a TIA Pitch Doctor

DURATION

Will vary depending on the engagement.

An average engagement is 8 hours of consulting of which 6 hours is direct coaching (split into appropriate time blocks).

OUTCOMES

The Pitch Doctor helps individuals and teams:

- Develop questions that uncover and develop decision-maker needs and perceptions
- Build trust and credibility with key decision-makers prior to the presentation
- Develop a compelling value proposition
- Structure presentations that persuasively support the value proposition
- Maximise team effectiveness and maintain focus
- Deliver high impact presentations that engage and persuade audiences of all sizes and levels
- Create appropriate visuals that support the message
- Keep the team on-track and focused on ensuring the information presented is always relevant to the audience

KEY AREAS

- Situation and (if appropriate) pitch documentation analysis
- Audience analysis and pre-pitch influence and discovery strategy
- Value proposition development
- Structuring presentations
- Delivery rehearsal, coaching and critique

METHOD

Virtual (via video conference) or face-to-face team facilitation and one-on-one delivery coaching





CONSULT

True Solutions Consulting Program

DESCRIPTION

This program develops the core thinking, communicating and consulting skills required to become a persuasive solutions provider and 'trusted advisor'.

CONSULT is a highly experiential program that takes participants from a product-focus to a solution-focus in just 4 days.

Highly effective communication planners and real customer scenarios mean application back in the workplace is easy, immediate and continuous.

Participants learn how to improve their thinking, planning and communication skills through powerful exercises, role-plays and presentations and receive one-on-one feedback and coaching.

For many, this program has significantly changed the way they approach people, problems and commercial (and non-commercial) relationships.

OUTCOMES

- Understand personal thinking styles and why we do what we do
- Be able to profile others and adjust approach and style appropriately
- Understand the skills required for professional customer engagement
- Negotiate and problem solve effectively and resolve potential conflict using Whole Brain Thinking
- Use a discovery methodology to effectively uncover customer needs, priorities and identify opportunities
- Understand the business implications of technical issues
- Develop solutions-based presentations that are relevant to decision-makers
- Maximise personal credibility
- Save 50% of time planning presentations
- Better engage people at all levels

KEY AREAS

- Understanding yourself and others
- HBDI™ profile debrief and coaching
- 'Whole Brain' conflict management and problem solving
- Meeting structure
- Discovery skills
- Structuring communications and presentations
- Personal delivery skills and coaching

METHOD

Instructor led, highly experiential (learn by doing) program using video, discussion, role-plays, presentations and communication exercises

COURSE DURATION

4 days





SELLING IT

Solution Selling Program

DESCRIPTION

This program is the best practice for advanced sales training in an IT solution environment. In particular it focuses on how to maximise customer value by providing IT solutions to business problems.

The program improves the thinking, planning and selling skills required at each stage of a sale to recognise, develop and close major sales opportunities.

Rather than being 4 days 'out of the workplace', this program is a planning as well as skills development session where participants apply what they learn to:

- Analyse a real account/opportunity
- Develop and test out a discovery session
- Develop and present back a IT solution

COURSE DURATION

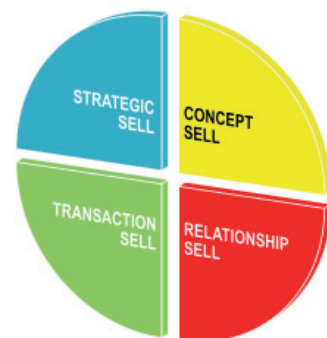
4 days

OUTCOMES

- Understand personal thinking preferences and selling strengths
- Be able to profile others and adjusting approach and style
- Have a more strategic approach to account and opportunity planning
- Use a discovery methodology that effectively uncovers and develops client pains
- Reduce the sales cycle
- Use high value questioning to uncover winning information
- Develop value propositions that differentiate from the competition
- Be more persuasive and confident
- Save 50% of time planning sales calls and presentations
- Better engage audiences
- Increase hit rate
- Better articulate business and technical value at all levels

KEY AREAS

- Understanding yourself and others
- HBDI profile debrief and coaching
- Understanding 'Whole-Brain' Selling
- 'Whole Brain' opportunity / account analysis
- Discovery skills and the SOCIT model
- Presenting persuasive IT solutions



METHOD

Individual participant coaching, video, discussion, role-plays, presentations and communication exercises

