



# The Persuasive Communicator®

## What is The Persuasive Communicator®?

The Persuasive Communicator® (PC) is a 16 hour workshop presenting lifelong skills enabling delegates to communicate effectively, become more influential and ultimately becoming successful persuasive communicators!

This robust workshop provides delegates with an intuitive, practical system for dealing with all people, especially those "difficult or uncooperative people" whom they have not been able to influence yet.

Based on **Persona** GLOBAL's proprietary Social Styles and Trust Building methodologies, The Persuasive Communicator® workshop enables delegates to build sustained, long term win/win business as well as personal relationships.

Skills honed during The Persuasive Communicator® workshop are easy to learn and immediately applicable to real-life interpersonal communication challenges. Delegates receive anonymous feedback on how business associates perceive their natural communication style, ability to project empathy, and level of interpersonal flexibility. This "how others see me" feedback enables each delegate to focus on and enhance those communication and trust building skills needed to influence and impact the person with whom they are speaking.

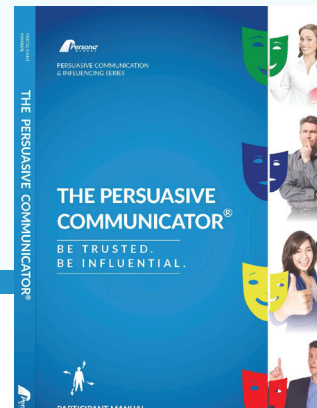
Prior to the workshop, delegates will choose a real-life work-related individual whom they will use as their "case study" during the workshop. This "case study" individual is usually someone the delegate has previously been unable to

influence effectively, but really wants or has a need to influence going forward. By the end of the workshop, with the aid of an analysis provided by **Persona** GLOBAL's Gameplanning expert system profiling software, each delegate has practiced the appropriate skills, developed an action plan, and tested this new approach to positively influencing their case study.

More than a classroom experience, The Persuasive Communicator® methodology leverages technology as a virtual re-enforcement tutor when needed. Delegates can acquire access to the same **Persona** GLOBAL's Gameplanning software after they are back at work. This enables delegates to "Prep" themselves just before an important interaction with anyone they need to persuade, influence or motivate.

The Persuasive Communicator® has been proven over the past 37 years to be one of the world's most effective interpersonal communication skills training programs. More than 2 million people in 72 countries have attended this communications skill building workshop in their own language.

The Persuasive Communicator® clarifies the skills of how to use your behavior to build trust, positively influence others, and achieve win/win results in the shortest timeframe possible.



### CASE STUDY

## 2-Wheels Manufacturing Company in Indonesia

### SITUATION

As one of the largest manufacturing companies in Indonesia for two wheels, the company still faced the challenges of critical consumers, tight competition, Asian free market, insufficient infrastructure, and eminent faulty products. In this situation, classical problems occurred such as lack of execution as planned and ineffective communication at the level of managers.

### COURSE OF ACTION

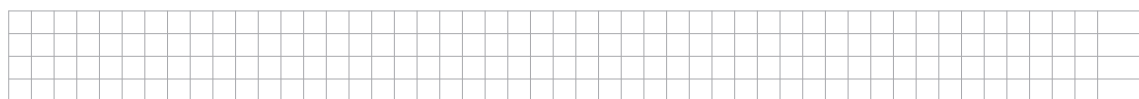
Leadership-Inc. Indonesia, as one of **Persona** GLOBAL's partners, addressed the needs and conducted The Persuasive Communicator® training to improve competences of the managers and main-dealers in building trust and understanding.

### RESULTS

The senior managers and main-dealers as participants gained a lot of benefits and able to identify their communication style. The survey results gave participants the awareness and sensitivity to change. Participants improved their leadership styles, empathy and flexibility levels.

## PC Benefits for the Participant

- **ACTIONABLE.** Emphasis is on acquiring immediately usable skills rather than learning theory.
- **EASILY UNDERSTANDABLE.** A simple practical methodology that keys on existing personal and work experience.
- **LONG-TERM BENEFIT.** The Gameplanning Software either online or with the iPad application can be applied repeatedly to future communication challenges.
- **MULTI-PURPOSE.** Skills are effective in both business and personal settings.
- **TAILORED PROGRAMMING.** The Gameplanning Software can be integrated to incorporate the benefits of a company's specific products and services. A unique capability.
- **THOROUGH DOCUMENTATION.** Reports and guides give complete feedback and information.
- **UNIVERSAL TRUTHS.** Principles and skills learned are applicable in all cultures.
- **WORK RELATED.** Participants address real-life challenges by developing an actionable plan to communicate more effectively with a specific individual at work.



*“I’ve been in the training industry for 20 years and I’m convinced this is the best program I’ve ever seen.”*

**Yvon Dray** • Director of Training for Operations, Alcatel, Mexico City

## The Persuasive Communicator Methodology

The ideal workshop size is 12-16 participants in order to promote maximum interaction and learning. Since each participant has a personal case study subject, the methodology is appropriate for both in-company and public/open programs.

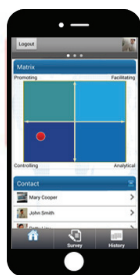
### Value Added

One exclusive benefit for participating in The Persuasive Communicator® workshop is the possibility to gain access to **Persona** GLOBAL’s proprietary expert system – the Gameplanning software.

This Gameplanning Profiling system allows former delegates to develop unlimited new actionable Gameplan profiles on specific individuals. Delegates with internet connection can access this Gameplanning Profile system anytime through **Persona** GLOBAL’s online Assessment Center, located on **Persona** GLOBAL’s website ([www.personaglobal.com](http://www.personaglobal.com)). For delegates without internet connection, they have the option to receive the same expert Gameplanning Profile via CD or USB flash drive. Finally those who have iPad, can download the PC Gameplan application through the app store.

Another optional value added of using **Persona** GLOBAL’s Gameplanning software is the possibility to integrate benefits of a company’s specific products and services into the Gameplanning software algorithm. What including benefits means is that after the workshop former delegate using the Gameplanning software can be primed at any time with specific benefits motivating to each person they need to influence. This enables the former delegate to offer each individual listener they are interacting with up to 5 appealing benefits for accepting an idea, product, or service. For the first time ever it is possible to leverage technology by applying interpersonal communication skills learned in the class room to the real world of a client’s products, services or ideas.

The Gameplanning Profile system is a time tested virtual consultant enabling former delegates at any time to have the confidence to build trust and to communicate effectively!



**PC Gameplan**

## Unique Value Proposition for Trainers and Consultants

- **EASY-TO-UNDERSTAND.** Leader Guide and PowerPoint program gives the trainer full support in facilitating the workshop.
- **GLOBAL REACH.** Online Assessment Center enables 24/7 data collection and processing over the internet allowing distribution of feedback reports in multiple languages.
- **TRACK RECORD.** The Persuasive Communicator™ methodology has been tested and proven for more than 30 years in multiple cultures.

## Credentials

Researchers at Applied Communication Technology and San Francisco State University have validated **Persona** GLOBAL’s Social Styles Model, based on data collected using the Social Styles questionnaire in numerous cultures, including England, Japan, New Zealand, Switzerland, and the United States.

Books written and based on **Persona** GLOBAL’s Social Styles model include:

- Mike Godfrey, Targeted Selling, Competitive Edge Management Series, Australian Institute of Management MSW Training Centre Ltd., 1995, Prentice Hall Australia Pty Ltd.
- Ph. Durreche & Ch. Dupont, Pourquoi l’autre est si c...ou l’Apologie de la difference, 1994, Les Presses Du Management, Paris.
- Dr. Alain Golay, Le Perso Regime, Personalities and Alimentary Behaviors in Obese Patients, 1996 PAYOT. Researchers at Stanford University, and at the Department of Medicine, University Hospital, Geneva, Switzerland, studied the role of personality in eating habits.

### ABOUT THE AUTHORS



#### Jon Gornstein

Founder and President of **Persona** GLOBAL®

The Persuasive Communicator® was developed by **Jon Gornstein** – the founder and President of **Persona** GLOBAL® who has devoted his 37-year career to helping multinational corporations make changes in leadership and corporate culture, improve organizational alignment, enhance performance and strengthen communications. He has consulted in more than 72 countries to companies such as Abbott Labs, Disney, IBM, Glaxo SmithKline, Cathay Pacific Airways, Goldstar, and Hilton Hotels.



For more information about **Persona** GLOBAL®, Inc.’s metrics and methodologies, please contact [info@personaglobal.com](mailto:info@personaglobal.com) or visit [www.personaglobal.com](http://www.personaglobal.com)



### ABOUT **Persona** GLOBAL®

**Persona** GLOBAL® is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. **Persona** GLOBAL®, Inc.’s metrics and methodologies are currently available in 70+ countries; its programs have been translated in up to 38 languages. More than 1,500 certified **Persona** GLOBAL® practitioners around the world serve their clients as strategic business partners.

### Corporations that have benefited from **Persona** GLOBAL® Programs include:

- BMW
- Mitsubishi
- Disney
- Coca-Cola
- Hitachi
- Applied Materials
- Dell Computer
- IBM
- Alcatel
- Motorola
- British Airways
- Japan Airlines
- Credit Suisse
- American Express
- SONY Music Entertainment