



**Culture Dynamics DCI**

Inspiring Lives • Transforming Cultures



# INFLUENTIAL COMMUNICATION FOR LEADERS

*The Secrets to Achieving **Success** Faster  
&  
**Results** Easier*



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**DCI**  
CONSULTING



## Have you ever experienced this.....

- *You are in authority, yet you struggle to convince people to do what they should do. What have gone wrong?*
- *You have been trying to bring out a point, but the outcome is not satisfying. What happened?*
- *You were closed in getting approval, yet it was declined.*

**Influential communication** is a combination of skill and art in getting people to do what you want them to do.

Being in leadership position, you have the authority to instruct, but you may not be speaking influentially. You struggle to get a 'yes' convincingly. The secret lies in the art of interpreting **human emotional drivers** and what do people want implicitly.

In the workshop, you will learn 2 **psychological aspects** ie. how your brain gets clarity genetically when it is processing and what are your emotional needs that make you do what you want to do.

You will learn to interpret beyond what is said, analyze human behaviours and characters. You will also learn the technique to create **powerful questions** and use your **body posture** to speak persuasively.

# WHAT IS COLORED BRAIN? HOW DOES IT WORK?



By identifying the fundamental patterns in the way our brain genetically processes the world around us, we overcome misunderstanding, conflict, and wastage of individual and group potential.

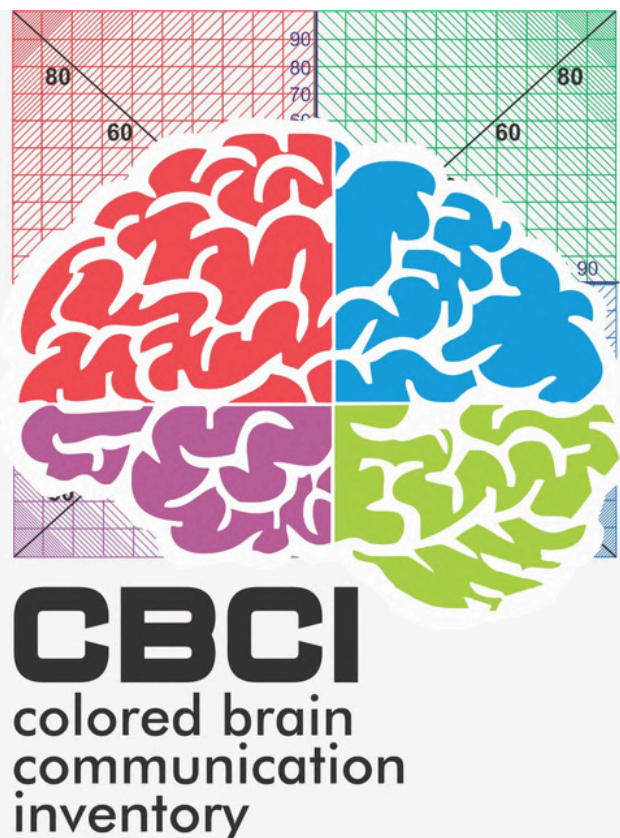
Awareness of these "Brain Communication" processes gives us the means to maximize our capacity to act intelligently, to Turbo Charge our natural gifts and use them to maximize our ability to develop "software" for our brain to achieve greater competence across many disciplines.

We are able to understand others at a deeper level and unleash greater potential for relationships at work and at home, for easier learning and teaching, and for greater harmony and cooperation with our environment and our teams.

The CBCI™ is the Psychometric Profiling Component of the Colored Brain.

# Benefits of the Colored Brain Communication Inventory

- Understanding your colored brain processing
- Understanding of how you are affected by other different colored brains
- Strengths and how to develop them
- Weaknesses and how to overcome them
- Detailed Report for cultivating your productivity, influence, and mental ability
- Clear insights on how to influence others
- Gaps in your communication with others and how to improve
- How to further develop other colors of your brain



# COURSE OBJECTIVES & BENEFITS



## Objectives

- **Develop** the fundamentals of communication.
- **Comprehend** the 8 Human Emotional Drivers and the internal push factor of people.
- **Grasp** the 4 Colored Brain Processors and how every individual think differently.
- **Gain** the psychological understanding of human behaviours and influence at the subconscious level.
- **Turn around** critical communication situations into opportunities to build and maintain rapport, trust and achieve results

## Benefits

- **Improve** inter-personal skills to influence, negotiate, bargain and communicate
- **Boost** confidence and self-esteem of individuals
- **Do** the Colored Brain Communications Inventory and discover your personal profile, strengths and weaknesses.
- **Identify other people's colored brain type** and deepen understanding of other people's needs.
- **Learn the 8 Human Emotional Drivers** and how to interpret the emotional needs.
- **Develop influential skills** to communicate.
- **Use appropriate body postures** and interpretation of body language.

# WHAT IS DIRECTIVE COMMUNICATION PSYCHOLOGY?



## Our Methodology

**Directive Communication (DC) Psychology** is the science of group dynamics and its leadership and organizational culture consulting methods can help organizations create a high-performing workplace culture. DC Psychology offers a framework that allows leaders to understand and leverage their employees' communication and predictable group dynamics. While we focus on **leadership development and corporate culture**, it can also be used for improving and **group dynamics** in any organizational discipline like **communication, problem solving, team synergy, customer experience** and others.

Our participants gain much more than a workshop experience and achieve higher levels of excellence in leadership. They gain the ability to find their greater selves and influence their future to become a celebrated example to others.

In brief, we use variety of proprietary training tools, group discussion, team reflective circle, storytelling, lecture with games and activities to make learning **RELEVANT, FUN & IMPACTFUL!**

In essence, our methodology is:

- Interactive learning
- Experiential activities
- Facilitative training
- Participants focused.



# WHO SHOULD ATTEND?



## **This program is suitable for:**

Individual whose success, depends on effective influential communication skills in meetings, presentations or one-to-one discussion. Anyone who desires to improve communication and influencing skill and overcome interaction barriers.

- Senior Management
- Managers
- Executives & Supervisors
- Professionals & Consultants
- Team Leaders
- Anyone in leadership position





## Physical setting - 2 Days Program

**DAY 1**

9:00 am - 5:00 pm

### Module 1: Foundation of Communication

- What is communication?
- 7 Components of Communication
- Communication Gaps & Barriers
- Communication & Perceptio

### Module 2: Colored Brain Communications - The 4 Colors

- Perspective taking: Colored Glasses Syndrome
- Discover your brain genetic style of processing information through Colored Brain Communication Inventory - interpretation of profiles
- Discover your strengths, weakness and potentials
- How you think is how you speak - unravelling your communication style through Colored Brain Communication Cards
- Games & Activities



## **Module 3: 8 Principles of Human Emotional Drives**

- What is beyond money?
- Discover your personal Top 3 subconscious needs and emotional drives
- Uncover other people's emotional drives to communicate influentially
- Wants vs Needs
- Create collaboration to build trust and respect
- Games & activities

## **Module 4: Influential Skills Development**

- Power to Influence – Push & Pull Concept
- Power of Questions
- Power of Words
- Power of Body Postures and Non-Verbal

## **Module 5: Action Plan**

- Personal Development Plan on how to communicate influentially

## **Online setting** – Virtual Instructor Led Learning

2 sessions of 4 hours

### **SESSION 1**

#### **Module 1: Foundation of Communication**

- What is communication?
- 7 Components of Communication

#### **Module 2: Colored Brain Communications – The 4 Colors**

- Demo: Colored Glasses Syndrome
- 4 Colored Brain Processors – interpretation of profiles
- Discover your strengths, weakness and potentials
- How you think is how you speak – unravelling your communication style through Colored Brain Communication Cards (online)

## SESSION 2

### Module 3: The 8 Principles of Human Emotional Drives

- What is beyond money?
- Discover your personal Top 3 subconscious needs and emotional drives
- Uncover other people's emotional drives to communicate influentially

### Module 4: Influential Skills Development

- Power to Influence – Push & Pull Concept
- Power of Questions
- Power of Words
- Power of Body Postures and Non-Verbal

### Module 5: Action Plan

- Personal Development Plan on how to communicate influentially

**Note:** *Participants will complete the Colored Brain Communication Inventory online 3 days before training*

**Deliverables:** *Interactive workshop facilitated by Lily Lau or our accredited trainer(s), workbook and certificate of accomplishment*