

COMMUNICATION DYNAMIX™

Superior Skills for Business and Life!



RESEARCH SHOWS that 93% of human communication is non-verbal and this program will give all participants eye-opening insight into how to use the unconscious mind to dramatically improve the results of their communications.

Get your message across, train, motivate more effectively. And see the results of these skills both at work and at home!

COMMUNICATION DYNAMIX™ is designed to leave a lasting improvement on the way participants work together and communicate with everyone they meet. We know you are increasingly pressured to deliver programs that provide measurable results. That's why this program provides something valuable and new that participants can actually begin using from the second they walk away from the meeting.

COMMUNICATION DYNAMIX™

Have you ever wondered...

Why some people just don't "get it"? When was the last time you were on the receiving end of a bad communication and thought that you "heard" someone else say one thing, only to find out he or she really meant something else?

Of course, it's happened to all of us and that's why Paul Endress has designed **COMMUNICATION DYNAMIX™** to give you and your team a framework for making sure that your messages get through loud and clear every time.

Here's why it happens...

Research has consistently shown that over 90% of communication happens at the unconscious level. This is why that despite our best efforts, things go wrong even under the best of circumstances. It's not just the words that you use; it's the voice tones, body language, and each person's individual interpretation of the words you use. Two people can extract wildly different meanings from exactly the same words.

On top of this, few people really stop and think when we communicate with them... nor do we have time to form each word, body movement and voice tone carefully before we speak. Add to this the evolution of text only communication, which loses the benefits of the voice tones of the telephone and the physiology of face-to-face communication and we have the potential for communication disasters.

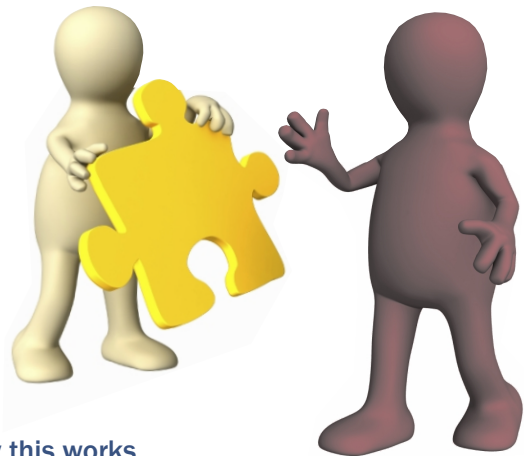
What can be done about it?

The truth is that while you already know how to communicate, learning a few simple principles that can be applied immediately will give you a huge advantage in today's ultra competitive business world.

We'll start with the premise that the communicator is always responsible for the success of the communication. Sometimes it's hard to accept, but the trust is that if the other person (or persons) doesn't understand you, it's your fault, not theirs. For many people, this is a simple paradigm shift that yields immediate results.

Next, you will develop an understanding of how the unconscious mind selects what to pay attention to and how it assigns meanings to words and events. We'll also reveal how the mind uses the concepts of values (what is important to other people) and beliefs (what people believe to be true) to create a "personal perspective" that drives the interpretation of events... and how differing perspectives can create either opportunity or conflict.

The result will be improved personal and group communication that will benefit you every day as you interact with people in business and personal situations.



Why this works...

When you were a child you learned easily because learning was fun and occurred mostly on the unconscious level. In fact, you were so excited about your new skills that you couldn't wait to show them. Now that you're an adult, the logical part of your brain - the conscious mind - gets in the way of your learning because it's always trying to fit what you are learning with what you already know. All that does is slow you down.

Because **COMMUNICATION DYNAMIX** focuses on the unconscious side of communication, Paul uses the same techniques in his keynotes, seminars and workshops. This makes the events fun and delivers extraordinary results that can be applied immediately to the challenges of your personal and business life.

The lessons of **COMMUNICATION DYNAMIX** are based upon over a decade of research and the modeling of the most successful communicators of all time including politicians, salespeople, preachers and business leaders. These skills are then combined with recent discoveries in the fields of psychology and linguistics to give you what some might consider to be an unfair edge over your competition.

How we do it...

Using computer-generated visuals and sound, speaker-audience

interaction, interactive surveys, and other exercises, **COMMUNICATION DYNAMIX** includes learning the ways different people absorb and store information; personality typing for outstanding communication results; building rapport with anyone anywhere at anytime; and speaking in the mental and emotional language of others so your real message and intent come across loud and clear, and your desired results occur. By the end of the

program you will know how to seamlessly blend these skills into your daily routine both in the office and at home.

Outcomes you can expect...

By the end of the program, each person will:

- Possess a new superior set of communication skills that will give you a competitive advantage in the workplace and at home.
- Be able to use these skills to smooth and improve professional and personal relationships, supercharge negotiating and mediation, improve meetings and training, revitalize recruitment and retention, enhance interaction and morale, promote teamwork and unity.
- Find these skills to be automatic and effortless to use.

Murphy's Laws of Communication

- If communication can fail, it will.
- There is always someone who knows better than you what you meant with your message.
- In mass communication, the important thing is not how things are, but how they seem to be.