



CREATING POWERFUL BUSINESS PRESENTATIONS

DESCRIPTION

“Creating Powerful Business Presentations” is a three-day developmental training course, designed primarily for supervisors/managers, or others who find it necessary to make presentations in conjunction with their job-related responsibilities. Such presentations might take the form of making a technical presentation, teaching or training, demonstrations, speeches, briefings, leading group discussions, sales calls, or any other form of talk that requires self confidence, clear organization and effective delivery.

RATIONALE

Highly experienced and technically competent people often develop a high level of anxiety and encounter a variety of problems when they are expected to make a presentation in front of a group. Though they may have a good idea of what they want to say, many lack the speaking experience and skills to know how to: (1) identify relevant and appropriate content, and focus it at the proper level for the particular target audience; (2) organize the presentation in a logical fashion that shows clarity, conciseness, and an appropriate introduction, body and conclusion; and (3) deliver the material in a dynamic manner that builds and maintains interest.

OBJECTIVES

1. To be able to assess speaking strengths and weaknesses by analyzing their own videotape presentations, thereby identifying personal objectives to work on during the course.
2. To acquire the skills to make an effective corporate/business presentation that is well organized, has effective transitions, and has an opening, body and close that are appropriate to both the speech and the audience.
3. To learn how to give a variety of presentations including: prepared manuscript memorized, impromptu and extemporaneous.

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OBJECTIVES continued.

4. To develop knowledge and expertise to organize a speech in a short period of time, including the development of relevant visual aids (such as flip charts, PowerPoint slides, charts and graphs, among others).
5. To learn the art of answering questions from an audience (understanding the “five-step sequence”), how to handle objections, and internalizing the do’s and don’ts in front of an audience.
6. To become skilled at convincing, informing, or entertaining an audience, including proper use of anecdotes, injecting humor/originality, using note cards, controlling nervousness, and maintaining continuity throughout the speech.

METHODOLOGY

The course is very much participant, rather than instructor, centered. Each person will see himself or herself at least three times each day on videotape. In this way, the person quickly learns to perceive himself/herself as others do. Since the feedback or critiquing is immediate— at the end of each presentation/briefing— there is prompt reinforcement of what has been learned.

Each person receives three forms of feedback from:

1. Other participants both orally and on several specially-prepared critique forms;
2. The instructor both in class and in one on one assessment sessions;
3. Themselves as a result of critiquing their own videotapes.

During the course, each participant gives eight to twelve presentations. The participants will have multiple opportunities to practice developing several different types of visual aids. In this regard, there will be an evening assignment for the following day (in which a visual aid must be used). Most importantly, each person learns to deliver talks that are interesting, dynamic and effective.

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KEY TOPICS

1. Evaluating Speaking Strengths and Weaknesses
2. Determine Personal Speaking Objectives
3. Keys to Preparing Effective Presentations: With opening techniques, structuring and outlining the body of the talk and closing techniques
4. Impromptu Speaking
5. Using Visual Aids Properly
6. Delivering the Complete Presentation with Style and Confidence by Analyzing each video tape
7. Proper Ways to Use Note Cards, and Methods for Controlling Nervousness
8. Techniques for giving a final thought
9. Do's and Don'ts for Answering Questions and Objections
10. Gaining Self Confidence, Eye contact and Gestures
11. Developing Rapport, Warmth, and Using Humor Properly
12. Procedures for Making Technical Presentations Interesting
13. Speaking on Special Occasions
14. Key Considerations in Dress and Grooming
15. Techniques for Being More Assertive and Projecting a Positive Managerial Image

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ADVANCED PRESENTATIONS

DESCRIPTION

“Advanced Presentations” is a two-day, high-level training course, designed for people who have taken “Creating Powerful Presentations” or have two to three years of experience in giving presentations. The course is created for Vice Presidents, Regional Managers, Divisional Managers, District Managers, Zone Managers or Managers who supervise internal company departments.

RATIONALE

This program will increase each individual’s speaking professionalism by adding new structure and tools with previously learned subject matter. The class spends considerable time developing the Seven Step approach using: 1. Planning, 2. Organizing, 3. Supporting, 4. Staging, 5. Delivery, 6. Interaction and 7. Follow-up. These tools are reviewed and then used in each of the three presentations that have been prepared in advance for this seminar.

OBJECTIVES

To develop each attendee by instilling confidence to use the sixteen different speech points within one presentation. Personal style points are reviewed for effectiveness and audience acceptance.

METHODOLOGY

The course is 10 percent lecture, 90 percent participation. Within the participation, the instructor will model the participant’s presentation material, provide feedback and video tape each presentation. Each participant will come to the seminar with three advanced assignments. The length of these presentations will be 5-7, 8-10, and 15-20 minutes in duration.

KEY TOPICS

Increase and develop personal style points while dramatically reducing presentation barriers. Develop increased length in presentations, while holding the audience’s full attention and comprehension.

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EXECUTIVE PRESENTATIONS - TUTORIAL

DESCRIPTION

Designed for people who have fundamental speaking skills, but want to evaluate their speaking style by individual tutorial training.

RATIONALE

Customize individual session to raise the level of speaking ability on an accelerated pace by giving hands-on help and instruction.

OBJECTIVES

To raise the individual's speaking ability in one day by customizing 10 to 15 videotaped presentations and using the DVD library.

METHODOLOGY

Use one-on-one feedback to try to get out of one's comfort zone and to deliver positive presentations.

KEY TOPICS

Delivering the total presentation with complete confidence.

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COACHING FOR YOUR COMPANY'S SUCCESS

DESCRIPTION

“Coaching for Your Company’s Success” is a two-day program, designed primarily for people who have interactions with distributors, retailers and internal and external workforce personnel. Attendees will learn how to use coaching skills for problem solving and improving performance. All attendees will engage in coaching sessions using examples from their real world jobs and use coaching skills to solve these problems.

RATIONALE

Many experienced people love to give the answer to the problem to show how skilled they are at problem solving. However, the person with the problem needs to be supported in their concern. By using coaching techniques the client [customer] gets involved in the Solving Problem process and has a much stronger buy-in to the solution. This process is taught in Day One. Day Two is spent on Improving Performance and the issues of confronting/presenting, defusing resistance, developing information, agreeing on problems and causes. The final part of the day is spent on ownership of the problem, next steps, building a positive relationship and commitment for the task at hand. The issue of giving and getting constructive criticism is also discussed.

OBJECTIVES

1. To clearly understand the steps that make up the Coaching Process One: Solving Problems model with emphasis on building trust, clearly stating expectations and making the customer or client feel comfortable during the entire session.
2. To develop information on the solving problem model by learning how to gain insight and information on each problem or situation.
3. To get each solving problem session into the resolving stage by learning the closure step, to forward the action, build positive relationships and to gain commitment for the action agreed to by both parties.
4. To have all attendees participate in exercises that have them coaching, in four different styles during the two-day class.
5. To get all participants to give and get feedback on business or performance topics and learn the skills to make this session most effective.

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METHODOLOGY

This seminar is very much participant, rather than instructor, centered. Each person will engage in no less than six different opportunities to coach. In this way, the individual will see different styles and listen to observers on his/her personal style. Since feedback is very important on how each person coaches, the course allows for immediate feedback after each coaching session. Feedback is also provided by the instructor during each session and after, whenever appropriate.

KEY TOPICS

1. Learn about the Two Processes of Coaching
2. Discuss Review Your Observation Log
3. What is coaching?
4. Activity: Key Results Exercise
5. When and Where Do We Use Coaching and for What?
6. Retention Tables
7. Ways to Raise Awareness
8. Characteristics of Masterful Coaching
9. Review of the Coaching Model
10. Four Functions of Coaching
11. The Manager as a Coach
12. Control Model of Management
13. Commitment Model of Management
14. Four Pillars for Commitment
15. The Criteria for Successful Coaching
16. Eight Objective Reference Points for Good Coaching
17. Critique of Video Model
18. The Complete Model for Solving Problems
19. Questions Exercise on How to Develop Skill Practice, Open and Closed Ended Probing & Reflecting Responses
20. Coaching and Goal Setting
21. Confronting versus Criticizing
22. Improving Performance Model 2
23. Six Steps to Giving Constructive Criticism
24. Giving Feedback Without Getting Resentment
25. Five Levels of Feedback
26. Masterful Coaching—Feedback Guideline



ADVANCED BUSINESS COACHING

DESCRIPTION

“Advanced Business Coaching” is a two-day program, designed exclusively for people who have attended the “Coaching for Your Company’s Success” seminar. The program raises the coaching bar by using real life examples from each group. These examples then become case studies and attendees are broken down into groups to discover ways to resolve each real life example. Every person will receive individual attention from the instructor on his or her coaching style.

RATIONALE

The entire two-day seminar is spent having individuals practice their coaching skills in different situations and providing feedback on their strengths and areas of improvement. The end goal of this seminar is to have each individual know how to use coaching techniques within any work environment.

OBJECTIVES

To develop each attendee by giving them the confidence to use the coaching techniques everyday in their work life. Instructor support is given to each individual on style and defining the box and gaining closure to each business problem.

METHODOLOGY

This seminar is 95 percent coaching 5 percent lecture. With the percentage of coaching taking place each attendee will receive on-the-spot feedback and support and many attendees will be able to coach through their mistakes until they correct their coaching style.

KEY TOPICS

Increase and develop positive coaching styles, become more focused on defining the problem and develop proactive steps to resolving each coaching problem. Develop increased commitment from the coachee and gain stronger resolution in less time.

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THE COMPLETE SELLING PROCESS

DESCRIPTION

“The Complete Selling Process” is a two-day training seminar, designed primarily for sales representatives, sales managers, merchandising managers, customer service managers and superintendents. The course reviews time management, priority accounts, prospecting, openings, qualifications, handling objections, closing, how to use questions and customer information. The course is 90 percent participation and 10 percent lecture. The doing makes this course very interactive.

RATIONALE

The majority of sales people are extremely talented in one or two phases of the selling process. This seminar allows for sales personnel to discover the linkage between the traditional opening, body and close of each presentation but, just as important, the needs for strong time management and priority accounts as well as customer follow-up. All the processes are linked and important to competing in the new century. Forms and examples are furnished for real-world use throughout the course.

OBJECTIVES

1. To be able to assess their current time management system and to challenge its strengths and weaknesses. Each associate will push to develop a better time management system than they currently use by having a round table exercise aimed at building greater awareness for time management.
2. To establish priority management goals for their current job functions. To discuss common selection criteria for the development of a priority management system. Develop goal setting as a tool for increasing personal productivity in the sales process.
3. To learn the art of prospecting and how to use this important key to sales success. Prospecting includes how to prospect, what is a prospect, when do you prospect, and whom should you prospect under normal circumstances.

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OBJECTIVES continued.

4. How to make professional openings. During this section, the main goal is to get the prospect to relax and remove all fear about your meeting. This section also deals with organizing the sales presentation.
5. Teach all attendees how to use key qualifying steps in the sales process. Review and study the decision step process on qualifying. Learn about problem solving versus opportunity seeking while assessing the situation and establishing goals.
6. Discuss and practice techniques for Overcoming Objections in the most professional way possible. Discuss tension management and steps to handle objections. Understanding of words that can really change the meaning of rejection words and how to replace them with go-ahead terms.
7. Review the art of closing techniques. Test closes are learned and fourteen different closes are used in exercises to make all attendees feel comfortable with these new types of closes.
8. How to use questions in the selling process is fully discussed and used in participants actual selling presentations. More than seven pages of questions are reviewed and used in further exercises dealing with real world business examples.
9. A complete study of customer follow-up is developed to review each attendee's past practices and to share five strategies for account development. Thirteen ways to assure customer satisfaction are reviewed and a discussion is held to discuss each of the methods and to draw on current practices where these new concepts can be applied.

METHODOLOGY

The course is very heavy into participation from the class. Group discussions are held on key or new topics. There is one-on-one selling with critique by individuals along with the instructor. Videotape can be used for analysis of each person's selling style; however, this will reduce the number of presentations the group can complete by 33 percent.

The overall objectives are realized through actual selling sessions, lecture and group review and feedback. The participants will have multiple opportunities to practice developing their skills, normally five to seven practice sessions in a two-day class.

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KEY TOPICS

1. Evaluate selling skills strengths and weaknesses
2. Review time management process as a valuable resource
3. Discuss how to establish priorities on accounts in a given territory or project
4. Review your corporate sales pre-planner/account customer profile
5. How to prospect and how to develop skills to ensure success in prospecting
6. How to create a selling system and developing qualifying steps
7. Keys to overcoming objections
8. Developing closing techniques
9. How to effectively use questions as an asset in selling
10. Strategies for account development



EXECUTIVE SALES - COACHING

DESCRIPTION

“Executive Sales-Coaching is a three-day program, designed primarily for executives who have frequent interactions with buyers, senior management, retailers and distributors. Attendees will learn how to use coaching techniques within the Selling Process. This seminar has customized problem-solving features for each attendee to be videotaped in class and discussed by the group.

The course deals with Confronting, Providing Feedback, Time Management, How to properly use Questions in Selling and Coaching a customer, Overcoming Objections, Closes and Customer Follow-Up complete the course material. Each chapter has pre-work designed to drive home the learning points. In addition, group discussions or role-plays are used as teaching tools.

RATIONALE

This seminar blends selling skills with coaching skills to give the individual the best of both processes. This seminar links best practices for the following topics: Time Management, Business Feedback, using types of Sales Closes, how to use Questions in the sales process and Customer Follow-Up.

We also incorporate sharing each attendee’s personal experiences and business acumen for each subject. In addition, more than 200 pages of reference material are included to help each attendee learn new information about each topic. The last part of this seminar deals with Confronting & Overcoming Objections. Normally, the person requesting the seminar will develop the issue to be confronted and the issues to be overcome within the classroom.

OBJECTIVES

- I. To clearly understand how to proactively Confront customers and to achieve win-win solutions.

2. How to effectively deal with the art of Time Management. A discussion and review of the positive elements of proper Time Management are taught and each person has to evaluate their own systems for its strengths and weaknesses.

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OBJECTIVES continued.

3. Teach the many uses of Questions in the sales-coaching process and how the more than thirty different styles of Questions can help in sales calls or while having interactions with management or customers.
4. Review and build a complete understanding of how to Overcome Objections. Use proven concepts to clarify the objection and then frame the objection into a question and create dialogue from it and to be able to sell back to the customer who had the original objection.
5. Review the value of strong Customer Follow-Up systems and their importance to the organization.

METHODOLOGY

This course is designed to have pre-work in each of the seven chapters for the attendee to either self-discover new methods or review what they feel are their best practices. The course is 25 percent lecture and 75 percent participant involvement. There will be videotaping of some of the pre-work assignments but this will vary by class size and company needs.

KEY TOPICS

1. Evaluate Time Management strengths and weaknesses.
2. Review how to properly use Questions in the selling process.
3. Increase the understanding of Confronting retailers and managers.
4. How to give Feedback without getting resentment.
5. Create a complete understanding of sales Objections and how to deal with them and how to overcome them.
6. Review the many types of Closes and how to pick the right close for the many different types of Closes available to us in each selling call.
7. Develop a complete Customer Follow-Up system that is reviewed each year and updated so that business is increased not maintained.

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FACT BASED SELLING PRESENTATIONS

DESCRIPTION

This two-day course focuses on how to properly use the Charting Process to improve the message of your presentation. Charting is stressed to help gain approval for your product, service or business point of view. The course is open for managers, key account personal and executive management personnel. The course is especially meaningful for managers who have to make clear business points in a limited amount of time.

RATIONALE

People often spend precious time verbalizing their point of view when a properly sequenced layout of charts would communicate their message faster and more effectively. Chart designing will be taught from the ground up. All attendees will learn the fundamentals of building charts for both one-on-one and group presentations.

OBJECTIVES

To communicate a message that is quickly understood with each PowerPoint slide. To identify the form of comparison and select the proper chart format to accomplish the audience receiving your message with the most impact. The goal is to use the fewest number of charts but to have the highest impact with each chart. All presentations using charts should tell a business story so that the audience completely understands your key points and how you established them and where you're going to develop the business in the future.

METHODOLOGY

This course is 20 percent lecture and demonstration and 80 percent attendee participation. Each attendee will leave with a clear understanding of the five major charting formats. They will utilize pie, bar, column, line and dot charts. They will also learn how to properly label and develop key takeaway boxes for each chart. The course has multiple examples of the five major chart types that will be exhibited for comparison and creative new ideas. The course allows for customizing of your business needs into actual class work that can be used in business presentations immediately following the seminar.

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POWERPOINT PRESENTATION SEMINAR

DESCRIPTION

This is a one-day seminar. The purpose of this seminar is to teach attendees how to use PowerPoint more effectively in business presentations. This seminar puts emphasis on developing a business presentation that has solid flow and communicates the presenter's message with maximum content.

RATIONALE

This workshop will help each attendee use creative concepts to make his/her business presentation have more impact by using less slides in each presentation. Each participant will be video taped while using a PowerPoint Business Presentation.

OBJECTIVES

This workshop will teach each participant how to use PowerPoint more effectively through hundreds of examples of actual Business PowerPoint slides. Each attendee will learn how to create effective slides and how to design an entire presentation.

METHODOLOGY

This workshop is 15 percent lecture, 65 percent presentation and 20 percent individual presentations. A reference guide book is used for additional insight into the PowerPoint process. The facilitator provides feedback on an individual basis after each PowerPoint presentation.

KEY TOPICS

This workshop teaches types of comparisons, types of charts such as: pie, bar, column, line, dot charts and combinations. Amigo charting software is utilized to illustrate creative solutions to customized chart making.

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TIME MANAGEMENT WORKSHOP

DESCRIPTION

This workshop is one day in length. It is structured to provide all participants with first-hand concepts and proven processes in the art and science of **TIME MANAGEMENT**. The course is created for any individual who works more than forty hours per week and is in need of a better system for his/her handling of time in the workplace.

RATIONALE

This program will increase each individual's ability to handle his/her **TIME MANAGEMENT** practices better. The workshop deals with organizing principles, basics of time management, streamlining paper shortcuts, the art of filing, creating a better work space, mastering time wasters, overcoming procrastination and best practices and new ways to make time work better for each attendee.

OBJECTIVES

To develop each attendee into an effective manager of his/her schedule and daily work by becoming better organized and working within a system that is reviewed and modified quarterly. Create more free time for each attendee by fine-tuning his/her workload and eliminating time wasters.

METHODOLOGY

This workshop is 40 percent lecture and 60 percent attendee participation. Many examples are used to stimulate the creative concepts and practices offered within this workshop. Each participant will deliver his/her personal **TIME MANAGEMENT SYSTEM**, along with his/her personal calendar, time management scheduling tools and forms. Two assignments will be part of the pre-work. One deals with Time Analysis and the other Time Usage.

KEY TOPICS

Provide a complete understanding of all the principles of **TIME MANAGEMENT** so each attendee does a critical analysis of his/her own system and make the necessary changes to improve his/her overall effectiveness.

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PROBLEM SOLVING

DESCRIPTION

This seminar is one day in length. The seminar helps all attendees learn the art of Solving Business Problems. The course is a hands-on approach to the entire process of dealing with and Solving Business Problems.

RATIONALE

This program will teach each the processes necessary to Solve Business Problems while increasing communications and gaining greater insight by probing deeper into each Business Problem. Learn how to task-problems quickly and effectively.

OBJECTIVES

Teach each attendee how to understand the process of Problem Solving. Give each attendee the tools to communicate effectively, research and lead team members through any Business Problem-Solving situation.

METHODOLOGY

This seminar is 30 percent lecture and 70 percent attendee participation. Each attendee will come to class with two Business Problems that he/she wants to solve in his/her current job. The problems are used as case studies and the entire class develops creative ideas and concepts for each class problem. Each attendee participates with each problem whether in small groups of three people or with the entire class.

KEY TOPICS

The Nine Step Problem Solving Model, High Performing Team Concepts, Seven Principles of Breakthrough Thinking, Consultative Selling Model, A Critical Thinkers Approach and the Steps Process for Business Problem Solving.

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EFFECTIVE BUSINESS MEETINGS

DESCRIPTION

This seminar is one day in length. It covers all aspects of business meetings including preparation, starting, conducting and closing meetings. We discuss different types of meetings and their purposes. There also is a chapter on technological tools and virtual meetings. Included in the workbook are supporting forms and an appendix of meeting information.

RATIONALE

The problem of ineffective business meetings is widespread and increasing. Most business meetings are either ineffective or time wasters. In the United States, executives spend 100 percent more time in meetings than they did ten years ago. This seminar reviews the proper methods needed to host effective business meetings.

OBJECTIVES

To develop each attendee into an effective meeting planner, organizer and facilitator. To increase the information flow from each meeting and to reduce the length of time each meeting takes while increasing its effectiveness.

METHODOLOGY

This seminar is 50 percent lecture and 50 percent participation. All attendees bring to the seminar their last meeting agendas, and each attendee discusses what worked well and what did not. We discuss ways of conducting meetings which include developing agendas, reducing delays in meetings, preventing tangents, pacing, sharing information with all attendees, how to properly conduct discussions, managing participation, keeping the discussions focused and progressing, and how to close the discussion on each subject. Group dynamics are also discussed.

KEY TOPICS

This seminar covers: preparing for a meeting, starting the meeting, conducting the meeting, closing the meeting, types of meetings, techniques and technological tools and virtual meetings.

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BUSINESS NEGOTIATIONS

DESCRIPTION

“Business Negotiations” is a three-day seminar, designed primarily for people who have interactions with oppositions on a steady basis. The seminar reviews the fundamentals of negotiations, how to separate the people from the problem, how to create a plan for your negotiation. It reviews the human nature within the negotiation process, different types of tactics used in negotiating, a study of verbal and non-verbal behavior within the negotiation process, a complete review of confrontational negotiations, then a summary of lessons learned from prior negotiations and finally putting together your very own negotiation style.

RATIONALE

Most people in business have had some experience with basic negotiations. This seminar takes a deeper view of the negotiation process and the many key factors that make up successful negotiations. The seminar builds throughout each chapter as the process unfolds for each attendee. The new learning that is applied from each chapter finishes with each person creating his/her own negotiation style. Negotiators must adapt to many different styles and this seminar will challenge everyone to be aware of these differences and their need to adapt their own styles.

OBJECTIVES

1. To understand the fundamentals of negotiations from the basic ingredients to the traits of an effective negotiator.
2. Teach attendees that all negotiators are people first and need to be treated with respect and without prejudice. Teach the difference between substance and relationships within each negotiation. Emphasis is put on understanding of the other side’s perception of the conflict so that one can negotiate stronger outcomes.
3. Creating a plan on how to negotiate is a fundamental objective of this seminar. To establish objectives is critical but achieving them is a larger objective. A complete review of the negotiation place, agenda, meeting, and closing is examined.

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OBJECTIVES continued.

4. Reviewing human nature within the negotiation process is key to eliminating the roadblocks to change. A review of sources of power is undertaken so proper balance can be achieved for both sides of the negotiation. Finally, a review of negotiation resources dealing with time, information and power.
5. Since negotiations are subject to many types of tactics, a study into maneuvers, counter-measures and techniques are studied in detail.
6. All negotiations have both verbal and non-verbal components and the importance of listening is highlighted so hindrances to effective listening can be eliminated and attentive listening skills can be employed. The use of questions is extremely important and fully analyzed.
7. Because confrontational negotiations are an important part of the real world, we review the key elements to remaining calm and cool when under fire. We discuss how to negotiate with difficult people and the five challenges they bring along with three natural reactions from all negotiators.
8. We all have learned major lessons from our past negotiations and the learning we all have had is key in avoiding six fundamental mistakes. Since we all want to raise the bar we discuss how to go from an effective to a superior negotiator.
9. Finally, we conclude by finalizing your own negotiation style and creating a plan for you to use for the rest of your negotiating life.

METHODOLOGY

This seminar is 30 percent lecture, 40 percent discussion and 30 percent exercises and role plays. This seminar uses examples, actual business cases and feedback from the instructor as sources for improvement. Each attendee will have multiple opportunities to practice their skills, normally five to seven practice sessions in a three-day class.

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KEY TOPICS

1. What are the traits of an effective negotiator?
2. How Positional bargaining puts relationship and substance in conflict.
3. Learn how to discuss each other's perceptions.
4. The art of communication within the negotiation process.
5. Preparing for Negotiation.
6. Establish Objectives.
7. How to make concessions.
8. Developing a negotiating agenda.
9. How to open, reveal positions and close the negotiation session.
10. Six keys to successful negotiations.
11. Learning the five key roadblocks to change.
12. Six categories of negotiation maneuvers.
13. Eight diversions in the negotiation process.
14. Twenty-five negotiation techniques.
15. Twelve key points to attentive listening skills.
16. The formulation of questions in negotiations.
17. The five challenges of confrontational negotiations.
18. Six common mistakes to solving the right problem in negotiations.
19. The eight steps to effective planning in the negotiation process.



EXECUTIVE LEADERSHIP PRINCIPLES

DESCRIPTION

This three-day course takes each attendee through thirteen major Leadership principles needed to develop his/her Executive Leadership Principles skills. The course design allows both experienced managers and inexperienced managers to profit from the group dynamics created for each section. Each major section of the workbook will be discussed in detail and each person will establish his/her key learning for his/her action plan. This course puts heavy emphasis on the reality of Business Leadership Principles from actual work experience not just from business books or business articles. Each person will be made aware of his/her strengths and opportunities for growth within each of the sections of the workbook.

RATIONALE

This course will teach each person the key Executive Leadership Principles necessary to increase his/her overall leadership skills. The process used in this course will teach sustainable business learning. The course will open up concepts and new learning to each individual regardless of his/her experience level. The course facilitator developed and used this topic as his Ph.D. dissertation. Personalize learning based on individual strengths and areas for development are utilized throughout the program.

OBJECTIVES

The course objective is to make each individual aware of the complete keys needed to be an effective business leader. Each chapter builds on the prior chapter's content and allows for challenging questions that each individual will answer and contribute to small and large group discussions. The course has business applications for each individual. Learning occurs through individual exercises, group exercises, handouts, team sessions video-taping feedback sessions from the facilitator and by groups. This seminar will make each attendee aware of his/her social skills especially listening and interactions.

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METHODOLOGY

The seminar is 25 percent lecture, 50 percent group discussions and 25 percent individual contributions. The three days will test his/her beliefs about Business Leadership Principles. Each person will gain new concepts, insights, system & conceptual thinking, and review dozens of business models. Pre-work for this seminar will take between ten to fifteen hours so that classroom time is utilized for class discussion and personal development.

KEY TOPICS

After attending this seminar each attendee will have gained in-depth information on the listed thirteen key topics. Each attendee will learn how to use his/her leadership styles beyond just structure. Be able to structure a team as part of large-scale change initiatives.

1. Introduction to Executive Leadership Principles
2. Vision
3. Coaching
4. Development of the Executives Human Resource Pool
5. Motivation
6. Delegation and Empowerment
7. Leadership Skills with Personal Organization
8. Problem Solving
9. Team Building
10. Life-Long Learning
11. Goal Setting
12. Results Driven Leadership concepts
13. Personal Standards using Integrity