Conscious Communication®
How to Bring Out the Best in People
(Even at Their Worst)
Dr. Rick Brinkman

Conscious Communication®
Keynotes & Trainings since 1980

Dr. Brinkman has worked with Fortune 500 companies for over 20 years providing customized training and keynotes in the areas of communication, leadership, team building and customer service. He travels to approximately 80 cities a year in the US and abroad which makes it easy for companies to offer Rick’s live presentations to their employees.

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Share Dr. Brinkman’s message with your department head, HR and training departments. Have them contact us to discuss what we can do to improve performance in your workplace.

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THE FOUR CHOICES
1. Do nothing
2. Leave
3. Change your attitude
4. Change your behavior

GENERAL STRATEGY
1. Know what you want
   * context & relationship
2. Pay attention
3. Be flexible
**Lens of Understanding: Green Zone Behaviors**

![Diagram showing the Green Zone Behaviors]

The Lens of Understanding is from:
**Lens of Understanding: Yellow Zone Behaviors**

The Lens of Understanding is from:
*Dealing With People You Can't Stand, How to Bring Out the Best in People at Their Worst,*
Lens of Understanding: Red Zone Behaviors

The Lens of Understanding is from:
Blending

- Reducing differences.....
- Meeting people where they are

Communication

55% how it looks
38% how it sounds
7% what is said
When you are successful you are congruent
All channels - same direction
eM@il
1. “I am hallucinating freely.”
2. “Is email the best way to proceed?”
3. Take Time on your side
   • Second opinions
   • Vent if need be
   • Consider what you want
   • Edit

WHEN TO GO INTERACTIVE
• Emotional content
• Gather info if more than x questions
• Concern as to how they will take it

WHEN TO WRITE
• Want to complete a communication and have concern about being interrupted or distracted
• Need to document information
• Communicate the same thing to a number of people
STRATEGIES
STRATEGIES
Life by Design
Master the skills of life management with Dr. Brinkman’s Life By Design program. It is a system that helps you take charge of your well-being. You do this by making conscious choices - in all areas of your life - that promote optimum physical and emotional health, choices regarding your past and your future. How to take care of your body by the ways you eat, exercise and relax. How you relate to other people. How to dump old baggage and beliefs that hold you back from fulfilling your true potential. How to use your mind on purpose to break old habits and create healthy new ones.

Life by Design is based Dr. Brinkman’s 12 years in private practice and his experience in mind-body healing.
Life by Design:
The book or 4 audio CDs with pdf workbook.

Conscious Communication®

Why do people act like they do? You have the power to bring out the best in people if you know the strategy. Dr. Brinkman’s programs have clear goals and specific strategies to use with Tank Attacks, Snipers, Grenades (tantrums), Know it alls, Think-they-know-it-alls, Negativity, Whining, Yes, Maybe, and Nothing people.

Available in a combination of forms to provide you with a complete learning package.
* See the whole seminar on DVD.
* Listen to the seminar in your car on audio CDs.
* Read the book.
* Use the desk reference for quick solutions.

The DVD: Experience a live seminar and easily jump to the chapter you need. (2.3 hours)

The AUDIO: Experience a live seminar and learn in your car. (4.5 hours)

The BOOK (Brinkman & Kirschner, McGraw-Hill)
An international bestseller in 17 languages.

The DESK REFERENCE:
Quick access to all the strategies.

Love Thy Customer

In a poetic and simple manner Love Thy Customer shows people how to pay attention to service from the Customer’s point of view and how their subtle actions and words can make all the difference between great service and ho-hum service. The book not only illustrates how to make Customer’s happy but how to please and recover angry or upset Customers.

It is designed to be a training in a book so that managers can have everyone on team on the same page so that their Customers feel loved!

“Pleasing Hard to Please Customers” is a complete video training program with a facilitator guide and workbooks by Dr. Brinkman.

“Love Thy Customer” is the book (Brinkman & Kirschner, McGraw-Hill)
The Conscious Communication package is the best way to master your communications and be successful!

**CONSCIOUS COMMUNICATION Package**
*Dealing With People* Book, Audio CDs and Desk Reference, $80 separately at the

**SEMINAR SPECIAL $65**

**Life by Design Package**
*Life by Design* Book, Audio CDs and workbook  **SEMINAR SPECIAL $45**

| Dealing with People Desk Reference - $14.95 |  |
| Love Thy Customer book - $18.95 |  |
| Life by Design book - $14.95 |  |
| Dealing with People book - $14.95 |  |

**SPecials**
*Best Value & Personal Training*

- **Life by Design  book - $14.95**
- **Dealing with People book - $14.95**
- **Dealing with People Desk Reference - $14.95**
- **Love Thy Customer book - $18.95**

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