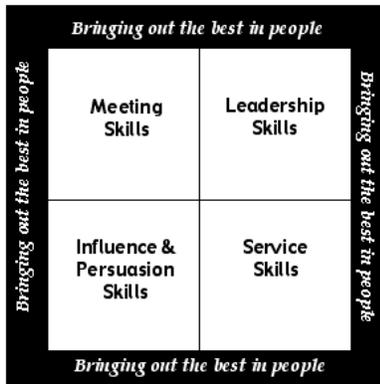


Rick Brinkman
PRODUCTIONS, INC.

Conscious Communication[®] for the Scrum Gathering



*How to Bring Out the Best
in Others
(and Yourself)*



Dr. Rick Brinkman CONTACT INFO & RESOURCES

Conscious Communication®
Keynotes & Trainings since 1980

IN-HOUSE TRAININGS & RETREATS

"Dear Rick – Thank you for the excellent presentation you gave our firm on Wednesday. You were terrific, the information was useful, and you, in large part, were responsible for the overall success of our firm retreat. People

are still talking about you and using your vocabulary (sniper, tank, etc). It is a good to have a common language to share and an understanding of how we can improve our communication." LISA KANER, Markowitz, Herbold, Glade & Mehlhaf, PC

FORMS OF TRAINING TO FIT YOUR BUDGET & LOGISTICS

- In house trainings and retreats
- Licensing programs for your trainers.
- "Do-it-Yourself" training kits with DVD and Facilitator's guide.
- An Online Course.
- Books, Audio seminars, Video seminars for individuals and in bulk.

Contact: 503-635-4145

Visit: www.drrickbrinkman.com

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FREE ARTICLES

Subscribe to Dr. Brinkman's e-newsletter, the Conscious Communicator™ and receive valuable articles on how to apply and hone your Conscious Communication® skills. **Subscribe at <http://drrickbrinkman.com>**

ONLINE LIBRARY OF SHORT ARTICLES

For a library of short articles by subject, **visit: <http://drrickbrinkman.com>**

PRIVATE COUNSELING SESSIONS

Dr. Brinkman is available for private counseling sessions over the phone. After the phone session Dr. Brinkman creates a custom hypnotic relaxation audio for you to transform your issues. You can change your reactions to anybody and anything, you can change your attitudes, habits and even address the root cause of physical symptoms.

To schedule or for more info write or call:

dr.rick@rickbrinkman.com or 503-635-4145



Conscious Communication®, To Bring Out the Best in People

OVERVIEW: WHAT IS CONSCIOUS COMMUNICATION

Conscious Communication® is based on the belief that good communication skills are the foundation of relationships and the lifeblood of effective leadership, teamwork, and organizational performance. In general, people's leadership and organizational effectiveness are a result of their ability to communicate.

The Hidden Cost of Unconscious Communication

In our research we found when under stress people may go into one of 10 “red zone” behaviors that cross all cultures and languages. They are:

- Whining and Negativity,
- Attacks and Tantrums,
- Sniping,
- Know-it-all and Think-they-know-it-all behaviors,
- Yes and Maybe behavior with it's possible passive aggressive counterpart,
- Nothing behavior (complete withdrawal).

In stressful times people are more likely to exhibit these behaviors. To make it worse each person in the red zone, usually triggers a red zone reaction in others. Perhaps you have experienced how Know-it-all behavior in a meeting can shut down everyone else turning them into nothing people who no longer speak because the Know-it-all is too dominant, arrogant, and condescending.

Whining and negativity stem from a feeling of being helpless and hopeless. They feel out of control. In uncertain economic times these feelings can be prevalent. It can also be due to mergers, as one client of an international pharmacology company explained to me, where the people taken over feel helpless.

Even worse whining and negativity tend to spread like the flu through teams of people and before you know it becomes a group habit.

Sniping is another behavior can become a group habit. Sniping's origin is in suppressed resentment or anger. Most of us have experienced how one department or team can have an ongoing sniping relationship with another. Consider the loss of time and productivity that these behaviors are causing.

BRINGING OUT THE BEST IN PEOPLE

A Conscious Communicator understands what causes these behaviors and therefore knows how to prevent them. Communication is like a phone number, you need all the digits and you need them in the right order. The Conscious Communicator knows the strategies to take people out of the “red zone” behaviors and prevent them from occurring.

They also know how to prevent it in themselves. They take responsibility for their own attitude and behavior.



Conscious Communication®, To Bring Out the Best in People

BUT WAIT THERE'S MORE

As a Conscious Communicator takes responsibility for Communication Contexts.

EMAIL

A Conscious Communicator pays attention to the forms of communication and knows when to use them. Unfortunately email is too often used unconsciously when an interaction (face to face or phone) is really required. Email tends to be read quickly, written quickly, and edited poorly. Have you ever read an email the next day and found sentences in it that didn't notice the day before?

Consider how much time is lost due to email misunderstandings, being concerned about what you wrote and how the reader will react, going back and forth clarifying what everyone really meant, only to discover an initial misunderstanding in the first place?

MEETINGS

Consider the loss of time and productivity in meetings. A Wall St. Journal survey found 98% of people agreed half their time in meetings is a waste of time. A Conscious Communicator knows how to apply the Meeting Magic® process to meetings, that prevents more assertive people from dominating, gets more passive people to contribute, maintains the focus, has everyone feeling heard, and creates an integration of points of view.

EFFECT ON TEAMWORK

When people learn Conscious Communication® together the results are exponential. Each person sees their role in the group dynamic and is compelled to take a little bit of responsibility for their behavior. That "little bit of responsibility" multiplied by a team of people reinforces everyone into positive communication patterns. Group behaviors like sniping, whining and negativity are a thing of the past.

EFFECT ON LEADERSHIP

A Conscious Communicator leader:

- Knows how to give feedback in a way people can receive.
- Uses conscious communication to structure meetings for maximum participation and focus.
- Even more important a Conscious Communicator leader knows how to take responsibility for setting an example of good communication. Albert Schweitzer once said, "Example isn't part of leadership, it's all of it."
- She or he even knows how to neutralize group stress behaviors like whining, negativity and sniping as well as how to prevent them from occurring.

OVERALL EFFECTS

As you pay attention as a Conscious Communicator you will improve your ability to:

1. Communicate in a manner that prevents problem behaviors from occurring.
2. Move people out of the ten problem behaviors if they exhibit them.
3. Positively influence the behavior of your sphere of contacts on a daily basis.
4. Set a positive example for good communication.

THE FOUR CHOICES

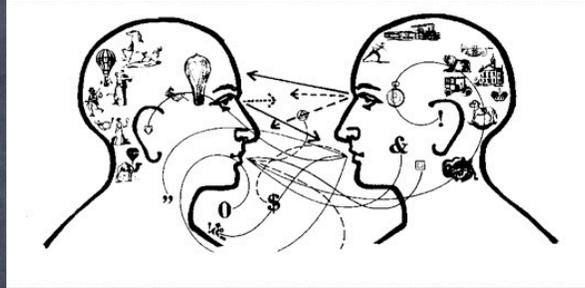
1. Do nothing
2. Leave
3. Change your attitude
4. Change your behavior



GENERAL STRATEGY

1. Know what you want
* *context & relationship*
2. Pay attention
3. Be flexible

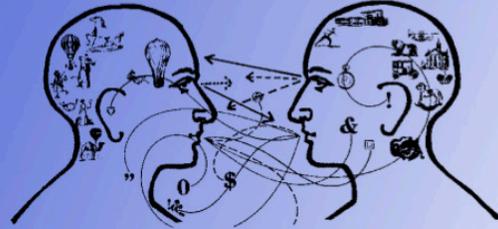
Conscious Communicator®



Pay Attention to: Cause/Effect

**Take Opportunities: to Practice and Learn
Going to the Gym**

BLENDING



55% How it looks

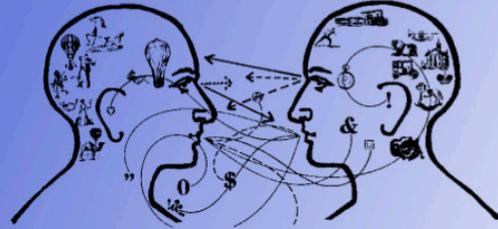
38% How it sounds

7% What is said

✓ *When you are successful you are congruent*

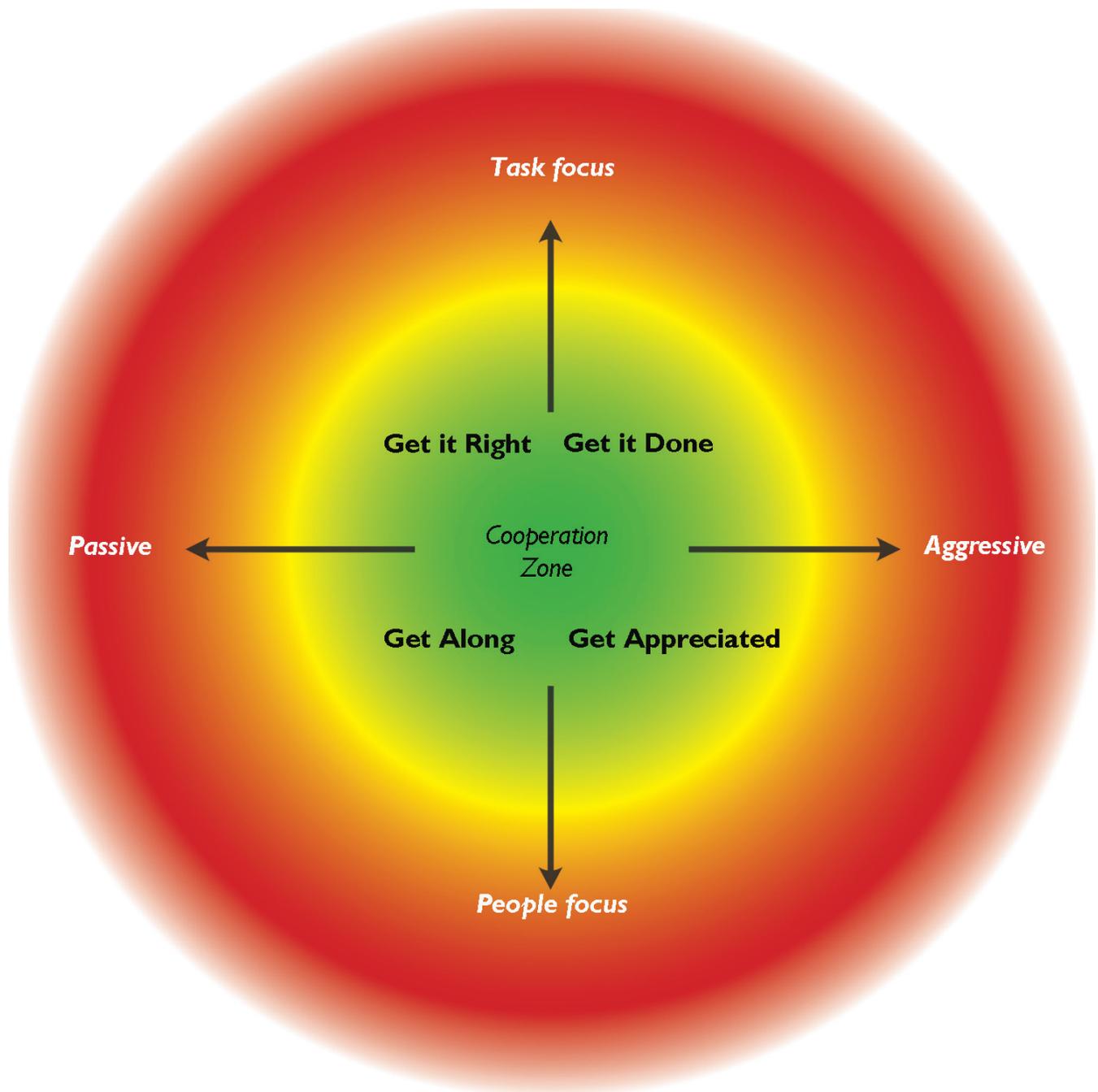
✓ *All channels - same direction*

BLENDING



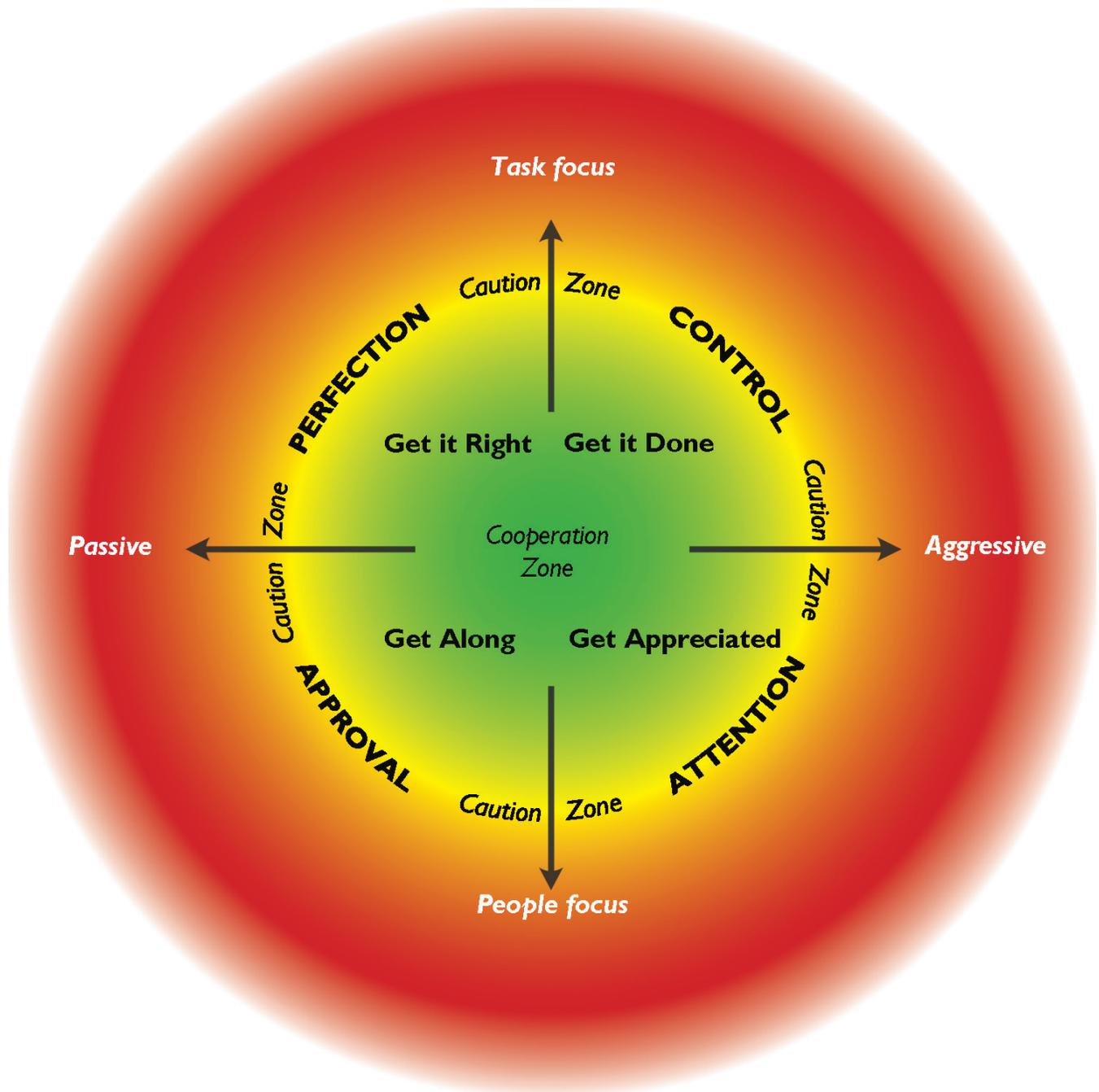
- **Reducing differences**
- **Meeting people where they are**

Lens of Understanding: Cooperation Zone



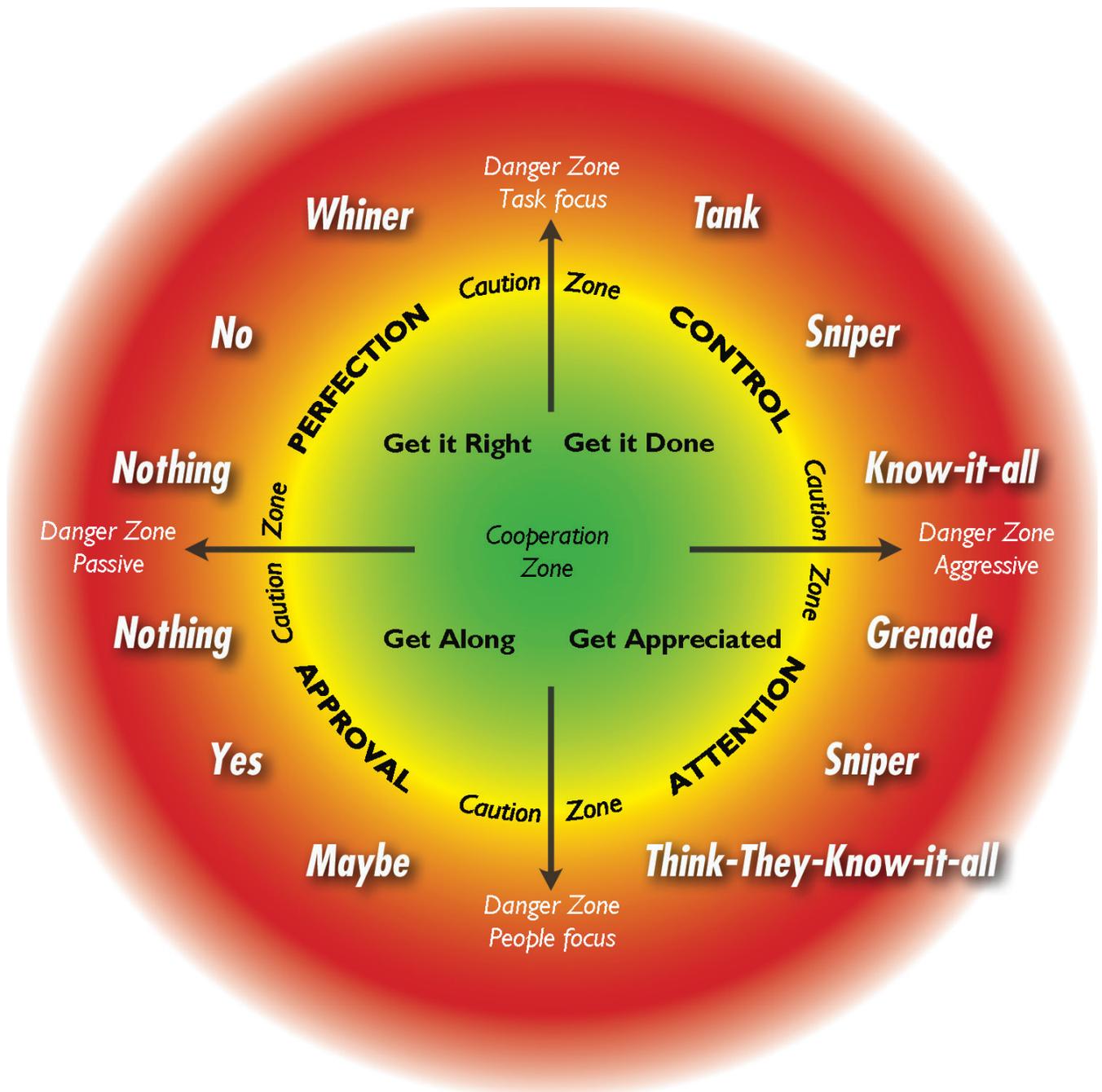
The Lens of Understanding is from:
Dealing With People You Can't Stand, How to Bring Out the Best in People at Their Worst,
Brinkman & Kirschner, McGraw-Hill, 1996,2003

Lens of Understanding: Caution 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,
Brinkman & Kirschner, McGraw-Hill, 1996,2003

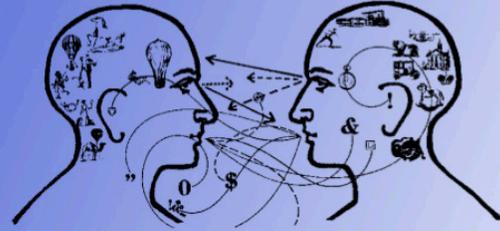
Lens of Understanding: Danger Zone Behaviors



The Lens of Understanding is from:
Dealing With People You Can't Stand, How to Bring Out the Best in People at Their Worst,
Brinkman & Kirschner, McGraw-Hill, 1996,2003



CRITERIA



- Reasons positive or negative
- ➔ Signal: when IDEAS or POINTS OF VIEW are discussed
- Make criteria visual

Why Do Customers Leave?

1% Die

3% Move

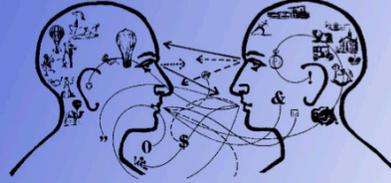
5% Buy or Connect Through Friends

9% Prefer a Competitor

14% Don't like your Product or Service

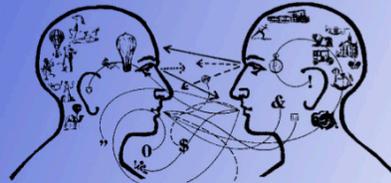
68% Feel Supplier is Disinterested or Indifferent

INTENT



- The area code
- The purpose behind a communication or action
- ➔ Mental signal: concern about something being taken the wrong way

CRITERIA



- Reasons positive or negative
- ➔ Signal: when **IDEAS** or **POINTS OF VIEW** are discussed
- Make criteria visual



Visual

Fits within an hour

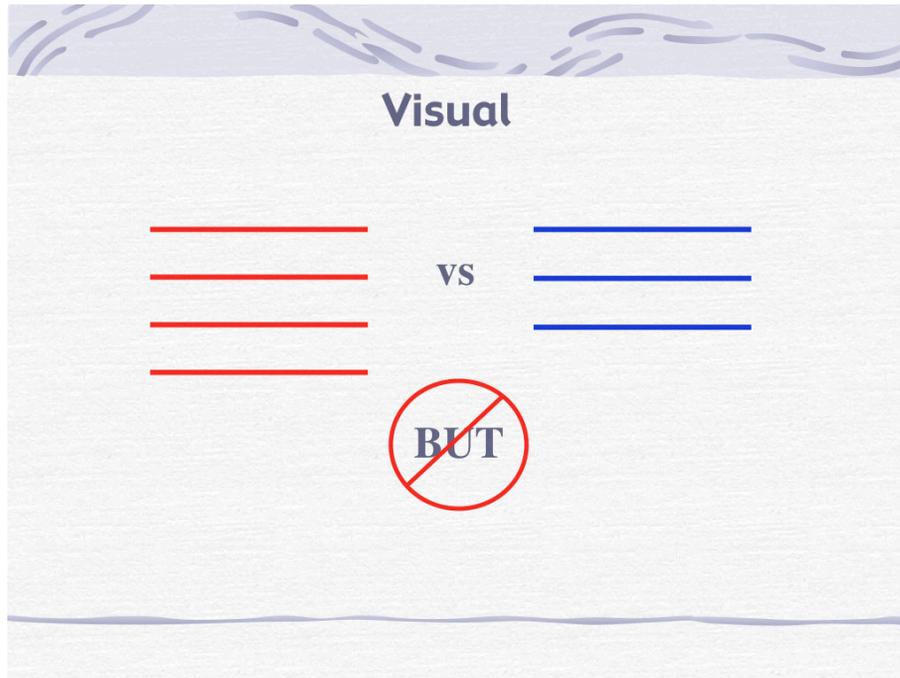
Is on the way home

Doesn't cost anything

Quiet setting

Remains over time

Totality of concepts



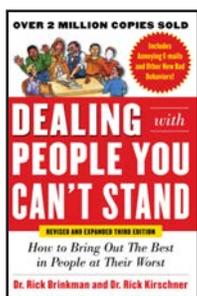
How Become a Great Conscious Communicator

The deck is stacked in your favor to become a masterful communicator because you already do it unconsciously and also have hundreds of opportunities every day to observe and practice. The secret is to pay attention to the cause effect relationship between how you communicate and the reactions you get from others.

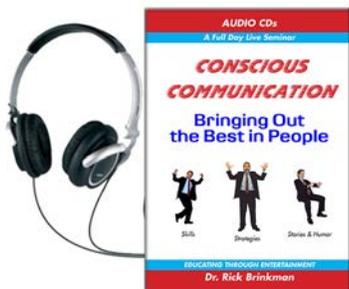
Here are the two actions to take. 1. Have a communication partner, someone you meet with once a week and debrief your week in communication: What did you notice? What did you try? What worked? What didn't work? What will you do next time with that person? This will keep you accountable. 2. And follow-up with a resource, book, audio, online class with your partner. Choose the form that fits your learning style.

All available at the store at www.drrickbrinkman.com.

The BOOK or AUDIO



An international bestseller published by McGraw-Hill in 25 languages.

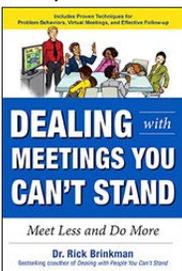


An AUDIO of a live full-day Dr. Rick Seminar.

Experience the humor, stories and master the skills even while commuting, exercising or cleaning. 4.5 hours of training covering all behaviors in downloadable audio format.

Apply Conscious Communication to DEALING WITH MEETINGS

Why are most meetings unproductive and what can we do to change them? Over the last twenty years, Dr. Brinkman has developed and trained organizations how to have great meetings that are shorter, more effective and more enjoyable! This simple guidebook that will transform your meetings so you can get more done, at higher quality and in less time.



"We have had a 3-hour weekly meeting for years. The first time we did your process we got it done in one hour and got more accomplished at a higher quality. Wow."

Don Anselm, Boeing Aircraft & Missiles

THE ONLINE COURSE

Designed for individuals to do online and then meet as a team for practical discussions, exercises, accountability to apply the skills in their situations.

There are 14 classes of 30-40 minutes each.

Each class has 5 Parts:

1. Video training with Dr. Rick from a live seminar
2. Coach Rick teaching you the mental muscles you develop by being successful with the behavior
3. Coach Android Rick reads to you the important points that are in the notes you will download.
4. In the lab meet either Professor Bologorodko, the disembodied floating head and his two grad assistants Righty and Lefty. Or perhaps Professor McFly who will remind you to be a fly on the wall and pay attention to communication. In the lab you'll see the strategies in action.
5. Then it's time for the Conscious Communication Game Show.

Each team member commits to doing a lesson a week and then have a meeting with the whole team. The included Facilitator's guide for team discussions and exercises will create accountability and results!



For more info: www.drrickbrinkman.com or call 503-635-4145 or write dr.rick@rickbrinkman.com.

LIFE BY DESIGN

Bringing Out the Best in Yourself

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.

High School and College Students Love it!

"Thank you so much for supporting me in my choice to come home and sending me the book and CDs. I have been reading the book and absolutely love it! It has really helped me to figure out what I want to study in school and what will make me the happiest. (since plan "A" didn't work).

I never really considered looking into my values when choosing a career choice. I always just looked at goals and wants, but I am finding so many of those cross with my values. Your book has really opened my eyes to a healthier life! I can't wait to finish! I am looking into Psychology or Social Work as a major."

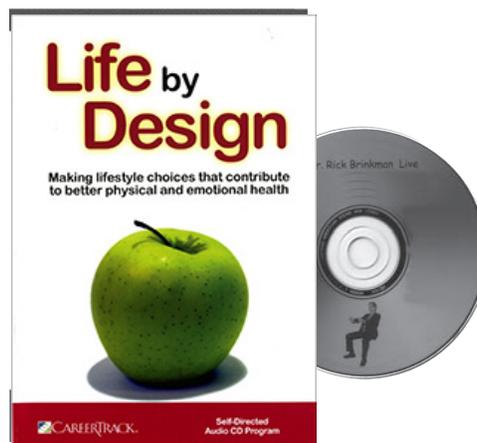
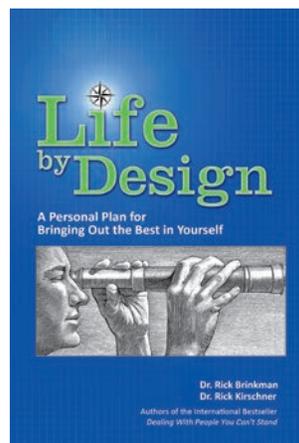
College Freshman

Adults Love it!

"Add my name to the long list of beneficiaries from your program. Decisions became much easier once I was able to articulate my values and priorities, and since I was introduced to Life By Design, my life is tremendously balanced, and contains virtually no uncontrollable chaos. I also have a number of friends and colleagues who have reaped rewards of their own from Life By Design."

50 year old adult

Life by Design:
A 4 audio CD audio of an inspiring Dr. Rick seminar and complete Life by Design book



<http://drickbrinkman.com>, or call 503-635-415 or write dr.rick@rickbrinkman.com