

Words That Change Minds: The LAB Profile and Conversational Coaching

Thursday through Saturday, November 25-26-27, 2010.

A three day top seminar on the ability to influence people as an essential business and life skill. This program will enable you to detect motivation triggers in others and teach you the language to maximize your impact and get results.

By the best-selling author of "*Words that Change Minds*",
Shelle Rose Charvet

For trainers, internal and external coaches, consultants, therapists, leaders ...

What is this Starlight about?

Every day, in every situation, people communicate through their own thinking and motivation patterns. As humans, we respond immediately when someone "speaks our language" to communicate with us in return.

The Language and Behavior Profile (LAB Profile) is a way of thinking about people and groups that allow us to notice and respond with just the right Influencing Language. It's tailored to each situation and structured to allow us to understand :

- How people get motivated
- How they process information, and
- How they make decisions

It is a set of questions that anyone can feed into casual conversation or use as a formal survey for groups and it teaches us to pay attention to how people talk when they answer, rather than what they talk about. Even if a person answers the question indirectly, or not at all, he or she will reveal a pattern. As we become familiar with the questions and the kind of responses people give, we discover the patterns people use without having to actually ask the questions.

You **pay attention to how people talk when they answer, rather than what they talk about.** Even when a person does not answer the question directly, he will reveal his pattern by the manner in which he answers.

As you become familiar with the questions and the kind of responses people give, you will find that **you can hear and pick up the patterns people use without having to actually ask the questions.** You can immediately use the Influencing Language that is just right for the situation. People communicate with their particular patterns naturally as they speak, both in words and in their body language, and they respond immediately when you use their language.

Many people and organizations on five continents are now using these tools to:

- establish a deep level of rapport and communicate effectively with anyone
- take the pain out of implementing organizational change
- shorten the sales cycle and guarantee customer satisfaction
- design powerful marketing and advertising campaigns
- hire people who are motivated to perform
- dramatically improve results in negotiation and litigation
- adapt training and education programs to satisfy diverse needs
- increase self knowledge and self esteem
- simplify career counselling and professional coaching
- create high performance teams by managing peoples' strengths instead of suffering from their weaknesses.

What's in the LAB Profile

- the 6 Motivation Triggers that people need to get excited about something
- the 8 Working Traits that describe how people process information, environments they need to be productive, their response to stress and how they get convinced
- how to discover the patterns for an individual or group
- using the appropriate Influencing Language for maximum impact
- irresistible language
- how to apply this tool to any communication context

In this program we will be covering the LAB Profile Patterns such as:

1. Identify people's values and criteria to know what is *really* important to them
2. Understand how to speak to people who want to avoid problems vs. those who prefer a goal orientation
3. Increase your impact with people who decide for themselves and those influenced by external factors
4. Solve conflicts between those who prefer to create alternatives vs. those who follow a step-by-step procedure
5. Identify the language needed to reduce resistance to change

Maximize Your Language and Behavior

- Know the power of certain words and phrases
- Predict people's behavior from the language they use
- Understand how situations affect people's motivation and behavior
- Avoid making mistakes, recover from bloopers, blunders and faux pas

Use Questions to Uncover Motivation Triggers

- Diagnose motivation patterns from the language people use
- Read between the lines in communications you receive

Conversational Coaching

- Rapport without credibility is not enough
- Getting Permission
- Create mental space for solutions
- The Limits to Rapport
- Conversational LAB Profile Diagnosis
- Verbal interventions and testing
- The "Done" frame: how to know when your 'client' will actually succeed

Program

The first two days we will cover The LAB Profile motivation and Working Traits with applications for coaching, managing, recruiting and sales. The third day will cover the LAB Profile Coaching Methodology: Conversational Coaching.



About Shelle Rose Charvet :

Shelle Rose Charvet is a Certified Trainer of NLP and a Certified Professional Speaker. She is an expert in motivation and persuasion. Shelle helps organizations decode what motivates their clients and increase their impact. She conducts learning programs in high stakes negotiations, coaching, presenting with charisma amongst others. She also teaches The LAB Profile at NLP institutes around the world and is known for her dynamic, fun learning programs. She is the author of the international bestseller Words That Change Minds, now available in 10 languages.

Shelle is bilingual in English and French, can get out of jail in Spanish and can eat and drink in the present tense in German. She is Canadian and British, and more often than not she does not find this confusing.

For more information please visit her site: www.WordsThatChangeMinds.com

*Participating to this workshop is taking a personal risk of change.
Not participating is risking all.*

Practical information

Dates:

November 25-26-27, 2010

We will work every day from 10:00 am till 18:00 pm

Location:

Kasteel La Motte, 1700 Dilbeek
(on the Brussels ring – exit 13)

Participation fee:

890 € (excl. 21% BTW)

Handout, drinks and light lunches are included.

Hotel and evening meal are optional.

Language:

This training will be conducted in **English** without translation into Dutch nor French. Shelle will address you in French if you are frenchspeaking. Shelle invites you to speak your own language during exercises.

Subscribe by sending an e-mail with your invoice details to: info@coachingsquare.be

Questions ? More information ?

Contact us by mail or by phone.

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