

Workshop Preparation Kit

for the Workshop

**“Communication Styles:
A Beginner’s Guide to Neuro-Linguistics”**

A Workshop Facilitated by
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Recommended Timeline For the Workshop

12 Weeks or More Before Your Workshop

Schedule and book the workshop with Lodestar. (12 weeks is the suggested minimum time to have a reasonable chance of getting the dates you want. On some occasions, it may be possible to book a workshop on a shorter time frame than this, but the earlier you contact Lodestar, the better are your chances of getting the date(s) you want.)

8 Weeks Prior to the Workshop

Notify your territory managers (TMs) of the coming workshop (if you have not already done so).

e-Mail out the invitation memo (a sample is included in this kit).

If you need to order audio-visual equipment, schedule it now. If you have it on hand, skip this step. Equipment needed: computer projector (VGA, SVGA, or XGA) and screen; flip chart with 1 full pad of paper.

If you decide to hold the workshop off-site, make arrangements for a meeting location. If you go off-site, remember to make arrangements for lunch or dinner (depending on when you decide to start your workshop) and early and late refreshment breaks.

2 Weeks Prior to the Workshop

Remind your TMs of the coming workshop.

(Optional: e-Mail the confirmation notice to all who will be attending. See the sample in this kit.)

1 Week Prior to the Workshop

Print any materials from the master material sent to you by Lodestar (if applicable).

1 Day Before the Workshop

- Make sure the room is set up per the attached room set-up diagram.
- Make sure the audio-visual equipment and flip chart are set up and ready to go.
- Make sure the meal (lunch for an 8:00 - 5:00 workshop, dinner for a 1:00 - 9:00 workshop) is set.
- Make sure the breaks are set up. You should have coffee/tea on hand when your guests arrive; donuts and fruit are optional. Plan on a mid-morning break (around 10:00 am; refresh the coffee; add soft drinks) and an afternoon break (around 2:30 pm; soft drinks).
- Designate a representative from your distributorship to be present to start the meeting with welcoming comments, etc. (This person is not required to stay beyond the kick-off speech.)

Day of the Workshop

- Make sure your welcomer will be present and has appropriate welcoming comments ready.
- One hour before the meeting starts, make sure the opening refreshments are out and ready and that the caterer is on schedule for the first and second breaks and meal.

1 Week After the Workshop

- You will be receiving the invoice from Lodestar for your workshop.

Workshop Description

An intense two-day journey into how people think and perceive their worlds and how these world models affect behavior. Participants will learn how to understand the differences between people and use this understanding to enhance communication in such a way that cooperation on the job is more likely to occur.

Participants will then use either an Excel spreadsheet or a written assessment tool (their choice) to determine their own profiles and then compare employee profiles to help them identify problem areas and address them effectively. They will also learn how to compare different candidates for a job position to determine the best psychological fit for the position.

Participants will need access to a computer for this workshop.

Attendees who may benefit:

Dealer principals and upper managers (office manager, sales manager, service manager, etc.)

What the Participants will do:

- ★ Learn how to establish and maintain rapport and how to decode a person's decision strategy
- ★ Learn how to communicate in the employee's frame of reference
- ★ Plot the personality profiles of their key managers and employees to identify potential communication problems
- ★ Having spotted potential problems, find ways to communicate more effectively.
- ★ Apply a job's "ideal" profile to a candidate's profile to determine the best candidate for a given job.

Deliverables:

Manual (80 pages), CD (Word and Excel files and templates)

Workshop Objectives

1. Determine a person's sensory channel preferences and communicate using those channels.
2. Decode a person's decision strategy and use that strategy to influence the person's behavior.
3. Use the lessons of neuro-linguistics to determine how communication can break down and describe ways to restore it.
4. Use neuro-linguistics to find a good match between a job's profile requirements and those of potential job applicants.

Workshop Logistics

What the Participants need to bring:

1. Pens and pencils, and note paper.

What Lodestar will supply:

1. The CD-ROM with Excel 2000 (or later) profiling software.
2. Name tent cards.
3. Sign-in sheet.

What the Distributor should supply:

1. Print off the student workbooks from the PDF master supplied by Lodestar (~80 pages).
2. VGA/SVGA/XVGA projector for the instructor's computer; screen; flip chart and two pads of paper. Other items per the Lodestar Engagement Agreement. (Contact Lodestar for a quote.)
3. To assist the dealers in doing their self-assessments and employee comparisons, we suggest you have several computers in the room. You don't necessarily need one per dealer (although that would not be a bad approach), but 1 for every 4 dealers should be adequate.

How To Sell It To Your Dealers

Lodestar believes strongly in (and teaches) the use of SPIN[®] questions. Therefore, we recommend that this workshop be sold using a series of SPIN[®] questions. The following are offered as possible question sets to use. Feel free to use them or create your own.

Situation:

You supervise several people in your company, don't you?

Problem:

Do you ever have problems getting some of them to do what you want them to do?

Does that ever frustrate you, or lead to losses on jobs, or marred customer satisfaction?

Implication:

Unless you learn new ways to work with people, you don't have a very rosy future with some of those folks, do you?

Needs Pay-off:

Suppose you could learn some techniques that could help you communicate better with anyone, even to the point of getting them to willingly do what you want them to do? What could that do for you?

Workshop Cost Estimating Sheet

Item	Quantity	Cost Ea	Net Cost	
Facilitation Fee (contact Lodestar)	1	\$7,000	\$7,000	
Travel expenses (estimated; from Lodestar)	1	\$1,000	\$1,000	
Workbooks (printed by distributor)		\$	\$	
Arrival refreshments		\$	\$	
First break		\$	\$	
Meal		\$	\$	
Second break		\$	\$	
Audio-visual: projector/screen	1	\$	\$	
Audio-visual: flip chart/2 pads	1	\$	\$	
Room rental	1	\$	\$	
“Trinkets” you may wish to give away		\$	\$	
Other (Computers?):		\$	\$	
Total workshop costs			\$	
Less Co-op from Manufacturer			-\$	
Net Cost to Distributor (Costs less co-op)			\$	
Markup to apply to costs				
Total workshop selling price (cost x markup)				\$
Total expected attendance				
Charge per attendee (sell / attendance)				\$

Sample Invitation Letter

Feel free to copy this letter (from Acrobat reader, select the text and Copy it, then Paste it into your word processor document).

More than once, I have heard dealers say something to the effect of, “I could get so much more done around here if it wasn’t for that blockhead, Jerry (or Susan or Bill or Mary.....)”

Into every manager’s life, a little rain must fall, usually in the form of employees who just don’t seem to know the company song—or, if they do, just don’t seem capable of singing it! Such people often cause managers problems, including tension, anger, frustration. More often than not, such employees are usually “made available to the industry” in short time.

Yet there are simple techniques that can be used to improve communication and understanding. In fact, these techniques work so well that people who are causing you problems often end up embracing your ideas or wishes as their own and gladly carry them out with energy and efficiency!

You will get a chance to learn those techniques on [date] at [location] as we host a workshop titled, “Communication Styles: A Beginner’s Guide to Neuro-Linguistics.” This intriguing and fun workshop will take two days and is being facilitated by Richard Harshaw of Lodestar Consulting.

Come spend a couple of days with Richard as he uses humor and fun (and safe) exercises to teach you the principles of communicating at deep (even unconscious) levels. You’ll be glad you did! Many people who have attended this workshop have reported not only breakthroughs with people at work, but also at home and their other social circles.

So call today and sign up. Space is limited to the first 30 people. After that, we close the enrollment!

If you have questions, please contact [contact name at distributorship]. You can also visit Lodestar’s website for more information on the course (www.lodestarconsultinginc.com).

[signature of distributor executive]

Sample Confirmation Letter

Feel free to copy this letter (from Acrobat reader, select the text and Copy it, then Paste it into your word processor document).

This is a memory jogger to remind you that you are confirmed for _____ seats in our upcoming *Communication Styles: A Beginner's Guide to Neuro-Linguistics* workshop being held on [dates] at [location].

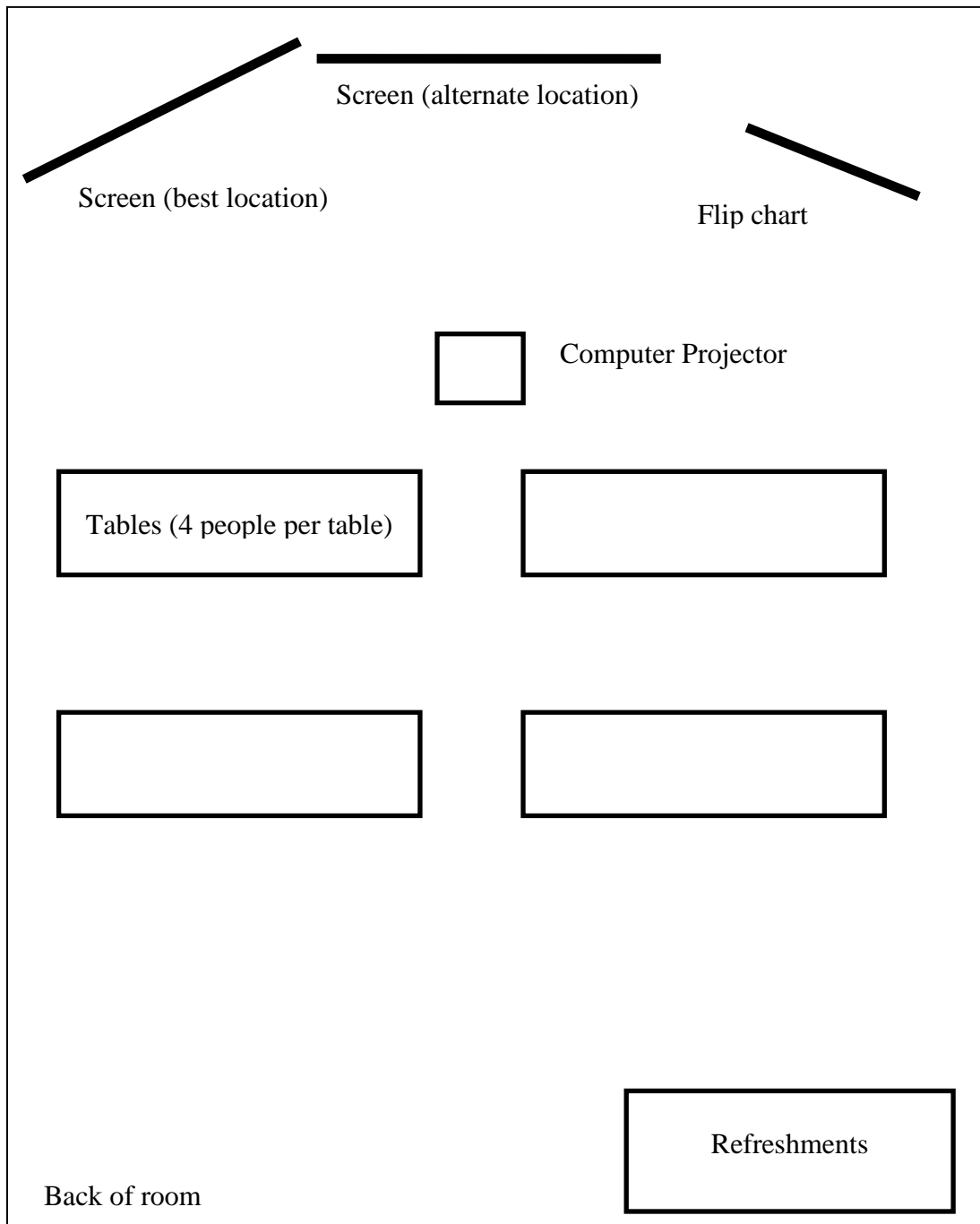
Bring yourself and all your key managers. Also bring a pen or pencil and some note paper, and an attitude to have some fun while you learn. You will also get a handy workbook, communication signals cue card, and a CD with powerful analytical software that can help you decode your people and unravel those communications Gordian knots that often constrict your office.

See you on the [date]!

[signature of distributor executive]

Requested Room Layout

As much as possible, try to have the workshop room arranged along the following scheme:



If you will be using computers, please be sure to have adequate power arrangements set up.