



DEALING WITH DIFFICULT PEOPLE: BRINGING OUT THE BEST IN OTHERS  
with Dr. Rick Brinkman  
\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

## DEALING WITH DIFFICULT PEOPLE: BRINGING OUT THE BEST IN OTHERS

This program is based on the best selling McGraw-Hill book *Dealing with People You Can't Stand: How to Bring Out the Best in People at Their Worst*, co-authored by Dr. Rick Brinkman and Dr. Rick Kirschner, which has been translated into 25 languages. Dr. Brinkman says, "Communication is like a phone number, you need all the correct digits and in the right order." Dr. Rick will share his proven strategies to handle: Whining, Negativity, Attacks, Tantrums, Snipers, Know-it-Alls, Think-They- Know-it-Alls, as well as Yes, Maybe and Nothing people. Dr. Brinkman teaches Conscious Communication which is based on the belief that good communication skills are the foundation of all relationships and the lifeblood of effective leadership, teamwork, and service. The examples and practical skills in this seminar will immediately transform behaviors that used to strain all relationships, both business and personal! It will even include special contexts like email communications, the phone and meetings (both in person and virtual). And with Dr. Brinkman's trademark Educating through Entertainment style of standup comedy and story telling you will have fun doing it.

## DR. RICK BRINKMAN

DR. RICHARD BRINKMAN is the developer of Conscious Communication program and the principal of Rick Brinkman Productions, Inc., a training and development company. He is author of numerous books including the international bestseller *Dealing With People You Cant Stand: How to Bring Out the Best in People at Their Worst* (McGraw Hill), which has been translated into 25 languages. He has co-authored *Life by Design* and *Dealing With Relatives*, also published by McGraw-Hill. He is the sole author of *Dealing with Meetings You Can't Stand: Meet Less and Do More*. He is the co-author of the McGraw-Hill book *Love Thy Customer* and the developer of the Conscious Communication University online course with 7 hours of entertaining video and interaction. In 1988 he was one of only 15 people the Tom Peters group approved to do the public excellence seminars. He is frequently used by media as a communication expert and has been featured by CNN, The Wall Street Journal, and Oprah magazine. His clients have included: LucasFilm, IBM, Intel, US Navy at Pearl Harbor, the City of Decatur, the City of Leicester in England, Petronas the National Oil Company of Malaysia, Ford, US Army, FAA, Red Cross, and more. He has been an IMS faculty since 1995 and is a recipient of the Distinguished Faculty Award.

# TOPICS COVERED

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## UNDERSTANDING HUMAN BEHAVIOR

WHAT MOTIVATES PEOPLE TO ACT THE WAY THEY DO

## AVOID PROBLEM BEHAVIORS BEFORE THEY START

## SPECIFIC STRATEGIES AND GOALS FOR DEALING WITH THE TEN MOST DIFFICULT HUMAN BEHAVIORS

WHINING, NEGATIVITY, TANTRUMS, ATTACKS, YES BEHAVIOR, MAYBE BEHAVIOR, NOTHING BEHAVIOR, KNOW-IT-ALL BEHAVIOR, THINK-THEY-KNOW-IT-ALL BEHAVIOR AND SNIPING.

## CHANGING YOUR ATTITUDE IN ORDER TO BECOME A MORE POWERFUL COMMUNICATOR

FOR REGISTRATION PLEASE CONTACT: **Charles Good** - IMS Regional Director - San-Francisco

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