



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

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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. The book 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. Brinkman will share his proven strategies for handling Whining, Negativity, Attacks, Tantrums, Snipers, Know-it-Alls, think-they-know-it-alls, and yes, maybe, and Nothing people. His Conscious Communication® approach 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 practical skills in this program will immediately transform behaviors that used to strain all relationships, both business and personal! Participants will also experience Dr. Brinkman's unique blend of education and entertainment through his captivating storytelling style.

## DR. RICK BRINKMAN

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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 Can't 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

THE PSYCHOLOGY BEHIND WHY PEOPLE ACT THE WAY THEY DO  
HOW EMOTIONS, PERCEPTIONS, AND EXPERIENCES SHAPE BEHAVIOR  
RECOGNIZING BEHAVIORAL PATTERNS IN WORKPLACE INTERACTIONS

## STRATEGIES FOR MANAGING THE 10 MOST DIFFICULT BEHAVIORS

WHINING & NEGATIVITY: HOW TO REDIRECT COMPLAINTS INTO CONSTRUCTIVE CONVERSATIONS  
TANTRUMS & EMOTIONAL OUTBURSTS: DE-ESCALATION TECHNIQUES TO REGAIN CONTROL  
PERSONAL ATTACKS & HOSTILITY: STRATEGIES TO DEFUSE AGGRESSION AND SET BOUNDARIES  
'YES' & 'MAYBE' BEHAVIORS: HELPING INDECISIVE INDIVIDUALS COMMIT TO ACTION  
'NOTHING' BEHAVIOR (AVOIDANCE & DISENGAGEMENT): RE-ENGAGING UNRESPONSIVE EMPLOYEES  
KNOW-IT-ALL & THINK-THEY-KNOW-IT-ALL BEHAVIORS: MANAGING ARROGANCE WHILE FOSTERING COLLABORATION  
SNIPING & PASSIVE-AGGRESSIVE BEHAVIOR: ADDRESSING UNDERMINING COMMENTS AND BACKHANDED REMARKS

## BECOMING A MORE INFLUENTIAL COMMUNICATOR

SHIFTING YOUR ATTITUDE TO STRENGTHEN YOUR LEADERSHIP PRESENCE  
ADOPTING COMMUNICATION TECHNIQUES THAT INSPIRE AND INFLUENCE OTHERS  
TURNING DIFFICULT CONVERSATIONS INTO OPPORTUNITIES FOR GROWTH AND CONNECTION

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