



## THE WAVELENGTHS™ WORKSHOP

**DATE TO BE CONFIRMED**

### GOALS

Performance Improvement  
Through Better Communication

- More Effective Teams
- Increased Sales
- Better Management
- Better Listening Skills

### INTRODUCTION

Whenever you communicate, you do so in one of three very distinct ways. Understanding these ways, or patterns, and consciously using them allows you to achieve fast, accurate and effective communication—every time.

### WORKSHOP OBJECTIVES

- To understand ourselves and how we communicate
- To recognize the importance of our different communication patterns
- To shift from one preferred pattern to work better with others
- To speed up communication
- To manage more effectively
- To service your customers/clients better
- To sell more – empathy through better listening
- To improve interpersonal relations
- To improve job performance

As a result of this workshop you will establish your communication pattern preferences. Knowing where your preferences lie provides the basis for understanding the other patterns, allowing you to adjust and sharpen the way you communicate.



## TARGET

### HOW TO APPLY WAVELENGTHS™

1. Be aware that roughly 80% of all professionals have a preferred communication pattern. Although all of us use the three patterns.
2. Use the three communication patterns consciously, to increase the chances of your message getting through.
3. If in doubt, use Relate! Our research shows that avoiding this pattern significantly increases the chances of miscommunication.
4. Apply the concepts to the following skills, as follows:

#### Hiring (Building a Team)

1. Put like-minded people together, to obtain more instant synergy.
2. Ensure all patterns are represented for a more widely-focused team.
3. Establish communication patterns needed for a given position, as part of the hiring criteria; then try to find a candidate who specializes in those patterns.

#### Marketing/Selling/Writing/Presenting

1. Adjust your message according to your audience's preferred pattern. If in doubt, ensure that all three patterns are used consciously.

#### Managing

1. Where possible, use the Relate! pattern to involve your team in the communication process.
2. Communicating with Think!
3. Respect their need to take time to produce the best results
4. Establish clear objectives
5. Don't waffle, be concise
6. Don't bombard verbally with countless details
7. Communicating with Leap!
8. Respect their need for variety
9. Encourage their need for more structure, without applying stringent rules
10. Usually approach them verbally
11. Communicating with Relate!
12. Recognize their concern for achieving consensus
13. Usually approach them verbally
14. Value their skill in avoiding confrontation



15. Communicating with Think!/Leap!
16. Be direct, be verbal
17. Be upfront
18. Be prepared
19. Expect direct answers
20. Don't take their directness personally; it rarely is
21. Value their spontaneity and directness; you will know immediately where they stand!
22. Encourage up-front communication, so you can deal with what you know!



## ABOUT THE FACILITATOR

### **Cynthia C. Barlow McLuhan & Davies**

Cynthia Barlow is a dynamic and highly respected public speaker, facilitator, and life skills coach. A trainer's trainer, she has conducted hundreds of retreats, workshops, seminars and keynotes for the past two decades, inspiring thousands of people from all walks of life.

Educated at St. Paul's School for Girls and Johns Hopkins University in Baltimore, Maryland, Cynthia has both business and management experience. Before founding Constellation Learning in 1997 she was a Buyer for a multi-store retail operation and later served as Operations Manager for a publishing company.

Cindy's most notable skills lie in her ability to present complex material to audiences in clear, easy to understand language. She has an easy, natural ability to link the learning process for her students by rooting concepts with clear, applicable examples. Establishing warm and open relationships with her clients quickly and gently, she models the concepts she teaches with humour and compassion. Her enthusiasm and wisdom have served to make her a popular convention speaker as well.

When Cindy moved to Toronto, she established a strong group of students and supporters by virtue of her position as the top program leader for Context Associated, a U.S. based company specializing in experiential self-development classes. In 1998 she founded Constellation Learning, Inc., focusing on teaching communication and trust-building skills while assisting individuals and organizations to clarify, develop, and tap into the power of their authenticity.

In addition to leading her flagship course, The Trust Program, she has conducted workshops for a wide variety of corporate clients including AIMTrimark Investment Funds, TD Bank, American Express, The Bank of America, The Ministry of Transportation, The Canadian Home Inspectors Association, Shikatani Lacroix Design, Statistics Canada, and The Promotional Products Association of Canada. In addition to numerous newspaper and radio interviews, Cindy has appeared on CITY-TV's "Breakfast Television," WTN's "Spiritual Journey," and was the inspiration for the best-selling book *Dare to Dream: A Celebration of Canadian Women*, by Michelle Valberg.



Cindy makes her home in Toronto with her husband, Timothy. She is passionate about the workings of the human mind, faith in the unseen, trees, puppies, and chocolate of any kind.



## REGISTRATION FORM

### LEADERSHIP DYNAMICS

#### **DATE TO BE CONFIRMED**

NAME:

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JOB TITLE:

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COMPANY NAME:

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COMPANY ADDRESS:

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PHONE:

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FAX NO:

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E-MAIL ADDRESS:

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SIGNATURE:

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**COURSE PRICE: US\$1510 + 15% VAT or US\$1736.50 (VAT Inclusive)**

This covers the cost of tuition, course materials, lunch and refreshments.

In order to ensure that you have a booked place, you must complete and sign the registration forms signifying your confirmed attendance at the above seminar and payment in full upon registration.

#### **CANCELLATION POLICY**

A cancellation fee of 50% of the total cost per registered participant will apply after **7 days prior to the start of the seminar.**

KINDLY MAKE CHEQUES OR DRAFTS PAYALBE TO: **CDN MANAGEMENT SERVICES LIMITED.**

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