

## Introduction to the Skills with People course

### What kind of course is it?

It is a combination of training in a small group (a 3-day course with a maximum of six participants) and private and confidential one-to-one coaching sessions on the phone (six 1 hour sessions spread over 6 months). The first one-to-one coaching session is free.

### Who is it for?

It is for managers and professional people for whom the following is true:

- The skills, knowledge and enthusiasm that have served them well so far in their careers are no longer enough.
- To progress further they need something else as well – to be good at handling difficult conversations and meetings, influencing people, winning their cooperation, getting the best out of them, resolving disagreement and conflict, giving strong leadership.
- Their communication skills, or Skills with People are not quite as good as they now need them to be.

### What skills does it teach?

It will give you a firm grounding in two key fundamental skills, and then train you to use them in the situations where you need them most. They form a powerfully persuasive approach to communication, creating an atmosphere of mutual respect, understanding and trust. There are few situations at work where this combination fails to win people over. The two skills are:-

- **Recognising and acknowledging other people's feelings and needs**, in other words, empathy. It's a listening skill. It enables us to show people we understand them, respect them and are taking them seriously. It gains their trust and makes them more receptive to our influence.
- **Getting others to recognise and acknowledge our feelings and needs**, in other words, being assertive. It's a speaking skill. It makes others take us seriously. It enables us to set high standards and hold people to them.

### What will these skills enable me to do more successfully?

They'll enable you to:-

1. win people's co-operation and confidence when they are resisting or objecting,
2. calm them down when they are aggressive or complaining,
3. persuade, sell or negotiate strongly but in a win-win atmosphere without becoming entrenched in fruitless argument or appearing arrogant,
4. resolve conflict and disagreement in an atmosphere of mutual respect and understanding,
5. confront difficult issues without being aggressive or over-familiar,
6. stand up for what you think or want and be taken seriously without getting a reputation for being arrogant or difficult,
7. disagree without getting into conflict,
8. say no without causing resentment,
9. be firm but fair,
10. give really bad news without appearing arrogant or heartless,
11. give genuine praise without being over familiar or making people feel patronized,
12. criticise without making people feel attacked,
13. receive criticism without appearing defensive or arrogant,
14. appraise, counsel, coach or mentor helpfully,
15. handle resistance and negativity in a meeting with confidence and grace.

#### Website

[www.gouldtraining.co.uk](http://www.gouldtraining.co.uk)

#### Email

[info@gouldtraining.co.uk](mailto:info@gouldtraining.co.uk)

#### Enquiries

+44 (0) 1234 402 214

## Introduction to the Skills with People course

### What is the training objective?

You are unlikely to achieve your goals at work without cooperation from others. But that depends on how you treat them. The course aims to make you both more aware of and more skilful in how you treat them, with the objective of making you more successful at winning their cooperation. We will help you find answers to four very specific and personal questions:

1. Precisely what effect am I having on others? Am I switching them on or off?
2. Precisely how am I doing this? What am I saying or doing that has this effect?
3. Exactly how do I need to change my approach in order to get a different response?
4. What old attitudes and patterns of thought and behaviour do I need to unlearn and let go of if the change is to be genuine and lasting?

### What's the training method?

The focus of the training is highly practical. As well as being hard work it is an enjoyable experience in a friendly and supportive atmosphere. We do not try to change you as a person, though we may help you change how you are perceived. Nor do we tell you how you ought to behave, though we probably will help you discover a wider choice of ways of behaving.

The key to the training method lies in the quality of the **feedback** it enables you to receive. The course is kind of safe laboratory in which you can experiment as much as you like and study the results. The feedback is all **factual, specific and constructive**. Participants are discouraged from making sweeping negative criticism of each other and encouraged to help each other collect answers to the four strictly factual questions listed above.

Most of your time is spent not in lectures but in action in situations like the ones you have to handle at work, followed by opportunities to see yourself on video as well as getting the feedback you need from others. This is followed by further practice, coaching and feedback until you are satisfied you are able to come across as you mean to.

### What is its track record?

The course was launched over 40 years ago in 1979. It has been acclaimed many times a "high spot" among UK management communication skills courses. Thousands of managers and professionals from many countries have been through it.

### Price, dates and location

The price is £1,950 plus VAT for online live training, and £2,200 plus VAT for the group session to be face-to-face. This includes refreshments and lunches but not evening meals or overnight accommodation. The course is not residential. Being part of this program entitles you to a series of private and confidential one-on-one coaching sessions, which bookend a place in a small group (of up to 6 participants) in either an online or face-to-face public group. Here are the upcoming course dates for 2024:

Tuesday 25th - Thursday 27th June 2024 - Venue = Online  
 Tuesday 24th - Thursday 26th September 2024 - Location TBC  
 Tuesday 3rd - Thursday 5th December 2024 - Location TBC



**Remember, the first coaching session on the phone or video call is free.**

#### Website

[www.gouldtraining.co.uk](http://www.gouldtraining.co.uk)

#### Email

[info@gouldtraining.co.uk](mailto:info@gouldtraining.co.uk)

#### Enquiries

+44 (0) 1234 402 214