



The Center For Business
Leadership Development

Eseminar Product Description

UNDERSTANDING PERSONAL STYLES

BALANCING INTER-PERSONAL SKILLS WITH PROFESSIONAL SKILLS

According to research, the likelihood of success in business is as much based upon using *inter-personal* skills effectively as it is based upon using *professional* skills...

Source: BLD research

...If I could show you a way to strengthen your inter-personal skills, would that be of interest to you...?

Nigel A.L. Brooks – President, The Business Leadership Development Corporation

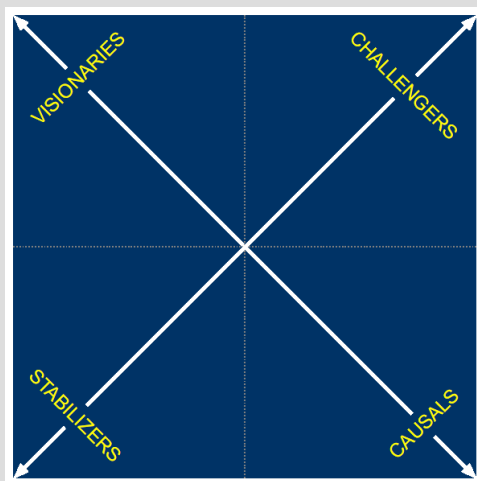
Eseminar objectives

- Understand characteristics of Personal Styles
- Recognize an individual's Personal Style profile
- Be able to adapt to the Personal Styles of others

Benefits

- Increases the likelihood of success in both social and professional relationships...
- ...which is based upon the ability to relate, to build a rapport, and to interact with others by...
- ...being able to entertain, inform, convince, persuade, and negotiate with them

Achieved through the
Personal Styles model



Eseminar materials delivered online

- Online access to eseinar
- Online Personal Styles Profile Survey
- Ebook, presentation, and eference card

Order now!
www.understandingpersonalstyles.com

THE BUSINESS LEADERSHIP DEVELOPMENT CORPORATION
13835 North Tatum Boulevard
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What is this Eseminar?

- Introduces the subject of Personal Styles to businesspeople
- Provides a framework for determining the values, attitudes, beliefs, and behaviors of people

Who is the audience?

- Entrepreneurs who start businesses – agents of change in the marketplace
- Lifestyle business enterprise owners who are responsible for all aspects of their businesses
- Executives in the top management of any business who are responsible for positioning in the marketplace
- Managers in any business who are responsible for ensuring that quality products and/or services are delivered to external and/or internal customers, i.e., the front-line management
- Associates (supervisors and staff) in any business who are responsible for delivering quality products and/or services to external and/or internal customers – i.e., the front-line
- Intrapreneurs – agents of change in a business
- Systems professionals who need to understand business concepts
- Students and new graduates
- Anybody aspiring to be in any of the above roles, or just curious

Why attend?

- Understanding personal styles is a prerequisite for building a sustainable enterprise because focusing on people-oriented capabilities is just as important as focusing on product- and service-oriented capabilities
- Balancing inter-personal skills with professional skills is necessary to necessary to entertain, inform, convince, persuade, and negotiate to get things done – activities that lead to economic events that drive enterprises – because nothing happens in business without people
- Understanding Personal Styles is a useful social skill too
- Hence understanding Personal Styles is a foundation for everyday life

What is the basis for the research?

- Work of experts who have studied personality, behaviors, and communications
- Use of seminar classrooms as laboratories for learning and testing hypotheses
- Observations on client engagements including one-to-one coaching and mentoring sessions

When?

- Right now....

Where?

- www.understandingpersonalstyles.com

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