

ASIA MIND DYNAMICS

Words That Change Minds

Language And Behaviour Profile (LAB Profile)

OUR TRAININGS ARE RECOGNISED BY HRDF

The **LAB Profile** will enable you to understand and predict from someone's language in everyday conversations how he or she will behave in a given situation. You will understand the subconscious drivers or patterns that motivate a person and what they need to keep their motivation going. You can then customize your language to **change their mind**.

Lab Profile starts as a set of questions that anyone can feed into casual conversation. It teaches us to pay attention to how people talk when they answer, rather than what they talk about. You soon discover the patterns people use without having to actually ask the questions and then motivate and influence them with your own language.

Quite simply, once you have learnt the skills to understand the LAB Profile of individuals and groups you can use these skills to immense effect in any situation where communication takes place to:

- ☑ establish a deep level of rapport and communicate with anyone
- ☑ take the pain out of implementing organizational change
- ☑ shorten the sales cycle and guarantee customer satisfaction
- ☑ design powerful marketing and advertising campaigns
- ☑ hire people who are motivated to perform
- ☑ dramatically improve results in negotiation and litigation
- ☑ adapt training and education programs to satisfy diverse needs
- ☑ increase self-knowledge and self-esteem
- ☑ simplify personal and career counseling and professional coaching
- ☑ create high performance teams by managing people's strengths, instead of suffering from their weaknesses

Some of the things that the LAB Profile can do for you is:

- ☑ **Coaching:** We developed a methodology using the LAB Profile called **Conversational Coaching**, whereby the coach elicits conversationally the LAB Profile patterns of the present and desired state and casually overlaps the Influencing Language to enable the client to experience the desired state and develop his or her own solutions.
- ☑ **People Management:** We can train your managers to identify the LAB Profile Patterns and thereby the strengths of their team members, so they can **adjust assignments to suit what staff members naturally do best at** work.
- ☑ **Marketing Research:** Since these unconscious patterns vary by Context, several methodologies have been developed to empirically determine the different below-conscious motivations customers have for competing products and services. This is used to **create whole mass communication strategies**.
- ☑ **Job Profiles & Recruiting:** Use the LAB Profile for a position and corporate culture to create an advertisement that will be **irresistible to those who fit and turn off those who do not fit**. Then screen the selected short-listed candidates to find the best match. (Note: The LAB Profile does not measure skills, knowledge or attitude; rather it measures whether the person has the Motivation Traits and Internal Processing to fit the tasks and the environment; in other words "fit").
- ☑ **Advanced Sales Strategies:** Sales is the art of helping people make a purchase, rather than selling. If sales people operate from this principle, they adapt their communication style to that of their prospective client and gather crucial information along the way. Using the LAB Profile you can shorten the sales cycle and increase customer satisfaction and loyalty at the same time.
- ☑ **Implementing Organizational Change:** Diagnose the **present and desired organizational cultures** in LAB Profile terms and determine the appropriate change methodology for maximum sustainable results.

- ☑ **Modeling:** The LAB Profile Patterns can be used to **decode any strategy or any skill**, simply by identifying the behaviours (internal and external) used. This allows the transfer of inner traits to create peak performance.
- ☑ **Team Building:** When doing a team LAB Profile, determine the **team’s strengths and weaknesses** with regards to their mandate. Then, identify **communication patterns** within the team and between this team and others, as well as determine the patterns of the next person to add to the team.
- ☑ **Career Profiling:** The LAB Profile helps someone **identify the key elements they need to stay motivated** in their next career opportunity. It is useful for executives considering a move to a different company or for managers and leaders involved in career moves, transfers or succession planning of their executives.
- ☑ **Problem-Solving:** With the LAB Profile it is possible to **diagnose and develop solutions to any communication problem**.
- ☑ **Training for Behaviour Change:** Using the LAB Profile to choose activities which will **create the desired behaviour changes** for any target group, first by decoding the Motivation Patterns for the group and then understanding which LAB Profile patterns are addressed by any given activity.
- ☑ **Skills Training:** Learning the LAB Profile will enable people to **develop finely-tuned abilities in the following areas:** Influencing & Persuading, Negotiating, Leadership, Conflict Resolution, Sales and Customer Service.
- ☑ **Teaching and Learning:** Teachers and students can easily identify the LAB Profile **Patterns which facilitate or cause difficulties in learning** for individuals and whole groups. Minor adjustments can then be made to the teaching/learning methodology to correct any problems.

About the Workshop Leader – Andreas Dorn



Andreas, a director of Asia Mind Dynamics, is a Trainer, Business and Life Coach, and Speaker. He trains and coaches with NLP, TimeLine Therapy™ Techniques, Hypnotherapy, and the Enneagram. He is the only trainer in Malaysia licensed to teach the “Words That Change Minds” The Language and Behaviour Profile (LAB Profile) Tool.

Of note is Andreas’ varied and wide cultural knowledge, having lived and worked in Indonesia, Malaysia and Singapore for the past 15 years with multinational and governmental organizations. This experience allows Andreas to bridge the diversity of Western and Asian culture and, with great understanding and patience, to bring to fruit the best of both worlds.

To reserve your seat NOW

For Immediate Registration
Fax to: 03-7625 3654

<input type="checkbox"/>	6 Days	* <i>Words that Change Minds</i> LAB Profile (Language and Behaviour Profile)	Pls call for Public Dates as we run the course mainly in-house	RM4,800
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Participant Name:

Company Name : Email Address :

Handphone No : Office Tel. No : Fax No. :

Postal Address :

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