



# **PROACTIVE CONVERSATIONS**

**Intensive 4-Module Communication  
Training Program**

By Dr. Laura Camacho

## I. I. Background and Assumptions



Change does not have to be that hard; the problem is poor communication makes change feel intimidating, unwanted and scary. It's the emotional reaction to change that causes the tsunami of negativity in the face of what becomes the new reality. The emotional aspect of change management happens through communication. And communication begins from the inside out so mindset is the foundation.

**Proactive Conversations** is an innovative communication-skills training program, delivered in 4 modules, to teach the leadership skills that focus on **building resilience, resourcefulness and readiness**. The spacing between modules can be 2 to 12 weeks and allows participants to absorb these better communication skills with each session.

This 4-module **Proactive Conversations** program is designed to multiply the value of your leaders because they become more effective communicators. The focus is on successful communication and relationship building from the inside out. That is why the first module addresses **mindset, self-talk and the real value of (or cost of) attitude**. Other modules cover building relationships, dealing with difficult people, discovering and leveraging each person's communication style, advanced problem solving and having more impact within and beyond the organization.

The beauty of this program is that emerging leaders get to give feedback on how they have applied what they have learned. It's not a one and done but rather a learning process that builds on each module. This incorporates an extraordinary level of accountability.

Part mindset and part communication savvy, **Proactive Conversations** prepares emerging leaders to leverage change by developing resilience, resourcefulness and readiness in emerging leaders. This has a positive ripple effect through the organization.

Research affirms that organizational change is inseparable from individual change. After all, it's not organizations that change, people change.

Modern training research affirms what people know intuitively: **learning is more effective in more frequent, smaller bites**. That's why these modules are scheduled for 3.5 hours; participants have a break after the first 90 minutes of classroom time. Learning is reinforced through this process.

## II. Objective of the Proactive Conversations training program:

This intense communication skills training program is designed for technically-trained professionals who are leaders or emerging leaders. All Mixonian Institute training programs are created with developing a competitive global workforce.

Proactive Conversation training program offers the opportunity to learn the following:

- An **overview of the communication process** (why it can be so hard)
- How to **express oneself more clearly** when speaking in a **professional context**
- Adjust your messaging to **different communication styles and personalities**
- How **respectful word choices grease the wheels of cooperation**
- **Comprehend better where other people** are coming from
- The **benefits of assuming positive intent** and generous interpretation
- Civil ways to **express disagreement**
- Benefits of modeling and keys to spreading **Growth Mindset**
- The different factors that make a person **more persuasive in stressful situations**

Leaders and emerging leaders come out of the workshop having practiced specific phrases that help them communicate in delicate situations or where accountability is needed. They will learn how to disagree without being disagreeable.



Participants will appreciate how the process of validating other people makes their own lives easier. They will see the benefits of showing utmost respect, calibrated approval, sincere praise, encouragement and appreciation.

Like all workshops offered by Mixonian Institute, participants are presented with material fully supported by peer-reviewed research in the areas of communication, psychology, organizational development and business administration. Workshops are full of self-assessments, small-group and individual exercises.



Each module is designed for 12 up to 24 participants and lasts 3.5 hours (includes one break.)

### **Module 1: Proactive mindset.**

Proactive mindset is the **foundation for building morale and motivation**. This module prepares learners to embrace challenges and change and to see the value of persistence in overcoming obstacles.

- How communication can build the team's **resilience and foster a positive attitude**.

- See how language actually creates **attitudes and events** (it's not just for describing!)
- Learn the difference between **fixed and growth mindset**.
- Discover the unexpectedly high **hidden cost of negative attitudes at work**.
- **Statements to deflect Debbie Downers** at work.
- Upgrade your active listening skills (no more fake listening.)

## Module 2: Proactive relationships

This module teaches the underestimated value of interpersonal relationships and how building trust makes communication across the board easier and more effective.

- **Use respect to establish rapport** with anyone almost instantly.
- Learn **4 basic communication styles** and how to adapt to each one.
- Get through disagreements to gain a **stronger level of consensus**.
- **Manage emotions** on your team...beginning at the top.
- Get better results by giving **more effective feedback**.
- This is **professional language**....and this is not.

## Module 3: Proactive conversation imagination (for advanced problem solving).

This module teaches emerging leaders how to foster innovation, build relationships and advanced problem solving through provocative questions.

- Get out of your communication rut and **solve problems with fewer resources**.
- Expand your **sense of what is realistic** for your team to accomplish.
- Define smart risks and how to leverage them.
- The kind of questions that deliver **creative solutions**.
- Let conversation imagination make **work more enjoyable**.
- Use more **imaginative conversation starters** at conferences at your company's ambassador.

## Module 4: Proactive persuasion.

This module shares high-level persuasion elements used by top leaders across domains.

- **Discern the difference between persuasion and manipulation**.
- User persuasion to **win over difficult people**.
- **Customize your message** to different audiences for higher impact.
- Use tested structures for easy construction of a **memorable message**.
- Teach back. **Participants teach each other what their best take-aways**.
- How to **communicate in stressful** situations.

### III. **Workshop Logistics**

Mixonian Institute's CEO, Dr. Laura Camacho, will personally teach 4 sessions of Proactive Conversation to clients onsite.

### IV. **Investment:**

The inclusive price for 4 sessions with follow-up learning boosters after each module and bi-weekly communication tips is \$9600 + travel stipend (if appropriate). All training materials are included. If two sessions are booked per day, thus training double the number of employees in the Critical Conversation program, the total investment is \$17,600 + travel stipend (if appropriate.)

The 2012 Towers Water research study confirms that financial performance and effective communication are strongly related: **Companies that are highly effective at communication are 1.7 times more likely to outperform their peers.**

Like all Mixonian Institute training programs, Proactive Conversations happens at a fast pace. Participants are challenged with the latest research findings, intriguing small-group discussions, improv exercises, mini presentations and other forms of audience engagement. They have readings to complete before each module.

Each module is followed up with a learning booster that helps retain the material by up to 30%. Modules 2-4 begin with a thorough review of the preview sessions as this practice is proven to help integrate new skills.



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Mixonian Institute was founded in 2009 to serve the business community. When the environment is supportive and everyone feels appreciated, the best work comes out! Well, communication, leaders and their teams, has a lot to do with the neurophysiological states (fancy word for the mojo or lack thereof) at work. Emotions are highly contagious and traditionally emotional states are ignored in most management training.

Learn how to manage your own and the emotions of others through solid communication practices. That raises the level of engagement and alignment. The reality is, **better communication means more profitability!**