



The Institute for Management Studies, 201 West Liberty Street, Suite 100, Reno NV 89501

SUBJECT	<b>DEALING WITH DIFFICULT PEOPLE: BRINGING OUT THE BEST IN OTHERS, EVEN AT THEIR WORST</b>		
FACULTY	DR. RICHARD BRINKMAN		
LOCATION	The Fairlane Club 5000 Fairlane Woods Dr., Dearborn, MI 48126 (313) 336-4400	DATE	Tuesday, June 8, 2010
		REGISTRATION	8:30 AM
		SESSION	9:00 AM - 4:00 PM

**TIME TOPICS**

<b>15%</b>	<b>Understanding human behavior</b> What motivates people to act the way they do
<b>25%</b>	<b>Avoid problem behaviors before they start</b> Preventive communication skills.
<b>50%</b>	<b>Specific strategies and goals for dealing with the ten most difficult human behaviors</b> Whining, negativity, tantrums, attacks, 'yes' behavior, 'maybe' behavior, 'nothing' behavior, know-it-all behavior, think-they-know-it-all behavior and sniping.
<b>10%</b>	<b>Changing your attitude in order to become a more powerful communicator</b>

**SEMINAR DESCRIPTION**

This program is based on the best selling book *Dealing With People You Can't Stand: How to Bring Out the Best in People at Their Worst*, co-authored by Dr. Richard Brinkman and Dr. Rick Kirschner. Dr. Brinkman will examine why effective communication requires the right tactic for each difficult behavior. To help participants increase their communication flexibility, this session will focus on the three keys to unlocking successful communication. First, we will consider what motivates people to behave the way they do. Second, we will explore the communication skills we use unconsciously with people who get along with us, and then learn how to consciously use those skills with difficult people. Finally, we will see how to deal with 10 types of behavior that make certain people unbearable to work with. The examples in the program span both home and business contexts and work equally well with co-workers, superiors, customers, parents, spouses, and children.

**FOR RESERVATIONS**

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## FACULTY



**DR. RICHARD BRINKMAN** is the developer of Conscious Communication™ program and the principal of Rick Brinkman Productions, Inc., a training and development company. He is author of numerous books including the international bestseller published by McGraw Hill, *Dealing With People You Can't Stand: How to Bring Out the Best in People at Their Worst*, which has been translated into 15 languages. He has co-authored *Life by Design* and *Dealing With Relatives*, also published by McGraw-Hill. He is the sole author of *Meeting Magic: Bringing Out the Best in People at Meetings*. He has developed 2 video programs on customer service: "Pleasing Your Hard to Please Customers" and "Telecare: Great Service in Digital Times". He performs over 50 programs a year in 89 countries. In 1988 he was one of only 15 people the Tom Peters group approved to do the public excellence seminars. He is frequently used by media as a communication expert and has been featured by CNN, The *Wall Street Journal*, and *Oprah* magazine. His clients have included: LucasFilm, IBM, Intel, US Navy at Pearl Harbor, the City of Decatur, the City of Leicester in England, Petronas the National Oil Company of Malaysia, Ford, US Army, FAA, Red Cross, and more. He has been an IMS faculty since 1995 and is a recipient of the Distinguished Faculty Award.

## GUIDE TO PARTICIPANT SELECTION

SENIOR EXECUTIVE  
(Pres, Exec & Sr. VP)

EXECUTIVE  
(VP & General Mgr)

SENIOR MANAGER  
(Div. & Reg. Mgrs)

MIDDLE MANAGER  
& SUPERINTENDENTS

3	3	3	3	3	3	3	3	3	3	3	3	3	3
2	2	2	2	3	2	2	2	2	2	2	2	2	2
1	1	1	1	2	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1	1
Admin	Distrib	Engr	Finc	H.R.	Legal	Mktng	IT	Ops	Plng	Pchsg	R&D	Sales	

### APPLICABILITY

"1" indicates primary target audience

"2" indicates a good fit if the level of material is appropriate

"3" indicates (in the opinion of the Institute and faculty) limited applicability.

## FOCUS

PRIMARY

### LEADERSHIP DEVELOPMENT:

Adaptability, Communication, Creativeness, Developmental Perspective, Empathy, Interpersonal Relations, Judgment, Motivation

SECONDARY

### PLANNING/ORGANIZING:

Problem Identification, Analysis, Evaluating Alternative Solutions

TERTIARY

### EXECUTING/CONTROLLING/EVALUATING:

Decision Making, Use of Authority, Direction, Coordination, Guidance, Discipline

## LEVEL

Introductory  Intermediate  Advanced