



## A COURSE

### BASED ON NEURO-COGNITIVE & BEHAVIORAL APPROACH IN PRACTICE

## « Effective Communication Strategy - how to react in difficult situations (stress, domination ... ) »

### ABOUT THE COURSE

At present, the difficult and stressful situations are common in a workplace. The continues changes and increasing demands have a strong impact on how we behave at work and on our contacts with others. For many people to keep emotions down when communicating with other persons, is difficult. However self-control and emotional intelligence are crucial for maintaining the good relations, the motivating environment and for the productivity in general. Learning how to cope with negative feelings at work is now more important than ever. After all, negative emotions can easily be spread.

The course provides you with the efficient tools allowing you to manage the situations of difficult communication. You acquire **the new skills on how to change your spontaneous reactions into conscious and open-minded approach**. By recognizing not only your state of mind but also of your interlocutor (stressed, aggressive, dominant, discouraged,...) you are able to undertake a right strategy activating the adaptive intelligence and to keep an interaction calm and businesslike.

#### GOAL:

The purpose of the course is to provide the necessary knowledge and tools helping to define the **different types of behavior in our contacts with others**.

The presented method provides the ability to identify types of stress we and others experience, and to adopt the right attitude and response to it. It also shows how to recognize the different roles in the group (positioning in the group) and **to manage the "instinctive" power relations** (manipulation, domination and submission).

Thanks to this method we are able to take an effective communication strategy appropriate for the given situation. It helps managers effectively communicate with the co-workers, prevent conflicts, and so on.

#### ADDRESSED TO :

All professionals :  
- managers,  
- executives,  
- heads of department,  
- project managers,  
- program managers ...



**PROGRAM : 2 DAYS** (the course can be tailor-made; adapted to the company's need)

### **DAY I. Intelligence of Stress and Behaviour**

1. Understanding stress and our behaviors
  - Types of stress and four typical reactions : anxiety, anger, discouragement
2. INC model of Mental Modes
  - Understanding difference between automatic & adaptive modes
3. Exercises
  - Auto-evaluation of individual reactions to stress
  - Managing stress vis-avis the others

### **DAY II. Strategies of effective communication**

1. Positioning in the group and power relations (manipulation, domination and submission).
  - How and why we position ourselves in a group
  - Instinctive behaviour and self-confidence
  - Exercise : auto-evaluation
2. Identifying the different states and reaction modes
3. Adapting the appropriate communication strategy
4. Exercises
  - communicating with persons being in different types of stress
  - communicating with persons depending on his/her position in a group
5. Conclusion

### **RESULTS :**

- You acquire the practical knowledge and tools immediately applicable in your daily life.
- You have a deeper insight as concerns the impact of our instinctive brain reactions on the behaviour.
- You better understand the different reactions of others and know how to effectively reply to them.
  - You know how to effectively communicate with others, prevent potential conflicts, calm the situation down, etc.
  - You can practice your knowledge in many interesting exercises.
- The participation of the others in a group will broaden your horizon.



**TRAINER:**  
**Beata Pawelczyk-Cnudde**

- » Certified and qualified coach, trainer and neurofeedback therapist.
- » « Practioner of neuro-cognitive and behavioral approach » of the *Institute of NeuroCognitivism* in Brussels.
- » She is a managing partner in Fulcrum Partners in Brussels
- » Graduated in Master and PHD studies in management and finance.
- » Graduated from the inter-university study-program of the *Université Libre de Bruxelles* and the *Université de Liège* in the field of social psychology.
- » For many years she worked in the financial world of the European Union, in public and corporate sectors. She has a solid experience in management.
- » Author of many articles in economics, coaching and personal development.

**IN-COMPANY COURSE** (can be tailor-made)  
**PRICE: 1400 EUR / day (for a group of max 12 persons)**

**CONTACTS:** Beata Pawelczyk-Cnudde

**e-mail:** [beata.cnudde@fulcrum-partners.eu](mailto:beata.cnudde@fulcrum-partners.eu)

**Phone:** Warsaw : +48 502571074 **Brussels :** +32(0)477071088

**Fulcrum Partners bvba**  
Brussels, rue du Vieux Moulin 13  
Phone: +32(0)2 673 80 53  
[www.fulcrum-partners.eu](http://www.fulcrum-partners.eu)

**Institute of Neurocognitivism**  
81, avenue de Tervuren - 1040 Brussels  
Phone: +32 737 74 80 Fax: +32 737 74 84  
[www.neurocognitivism.com](http://www.neurocognitivism.com)