

In today's global workplace, being effective now means knowing not only what works, but also with whom... with practice enough to succeed when working with diverse others. When frustrations arise, we all need the skills to be intentional not only about what to say, but also how to tailor the message to the audience at hand, and how to deliver it. There is no substitute for experience! And yet, practice can be hard to come by when mistakes are costly and missteps can cost you your job, the last one... or the next one.

# EFFECTIVE INFLUENCE CONFERENCE

PRESENTED BY CROSS-CULTURAL COMMUNICATIONS, INC.



Based on the notion that people can learn, do and achieve more in their lives with more support rather than less, and upon experiential learning techniques from the *Stanford Graduate School of Business* and the *NTL Institute for Applied Behavioral Science*, **Effective Influence** is a residential training for professionals seeking to manage challenging, conflictual or emotionally charged situations by building skills to:

- Explore gaps among the impacts attendees want to have, believe they had & actually had, via feedback
- Practice being effective with the 7 components of effective communication
- Bridge interpersonal and intercultural differences by recognizing -- and exiting -- maladaptive patterns
- Practice reaching across differences of all kinds using a comprehensive model
- Coach yourself through emotional situations more flexibly
- Practice managing difficult conversations and team dynamics choicefully

*"Although I approached this conference with some skepticism, it has truly enhanced my ability to interact with difficult people without losing sight of my own goals."*

VICE PRESIDENT, FORTUNE 500 PRIVATE BANK

*"Ordinary training courses translate materials from books. At CCCI, the real world is brought in by skilled facilitators, who guided us to inquire about the impact of our own behaviors on others, as well as the impact that others' behaviors had on us. This was a unique experience and well worth it!"*

HR PRINCIPAL, ROCHE-GENENTECH

**LEARN BY DOING** A group of strangers who gather together to share feedback, problem-solve and practice in real-time constitute a safe place unlike most groups that we have. Mistakes are effectively risk-free, because at the end of 5 days we return home, already with practice in using new skills that we now know better how to execute effectively. And yet, alumni report that common reactions include, **"You said what to a group of total strangers?"**, **"I don't like groups"** or **"Why would I want to do that!?"** As one executive stated, "[Skill-building] is easier at the conference since risks are low. We won't lose our jobs or precious relationships by experimenting with new behaviors there." Learning accelerates when attendees jointly contract to get real and commit to support one another at the same time.

**WHO ATTENDS** Under-represented minority professionals make up at least half of each conference, to simulate the range of viewpoints in our workplaces. From 2006 on, average age has been 37-40, and the age range 23 to 76.

**WHAT:** 40+ program hours, beach front room and board included  
**WHERE:** Pajaro Dunes, on the beach near Santa Cruz, CA  
**WHEN:** January 10-15, 2014, Friday 4:00pm - Wednesday 3:00pm  
**HOW:** Register online by December 1  
**PRICE:** Sliding scale as detailed on page 2  
**APPLY:** Application at [www.withinbetweenamong.com](http://www.withinbetweenamong.com)

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Attendees arrive having formed personalized learning goals through brief readings and a consultation with an executive coach. The executive package additionally includes an anonymous pre-conference 360° review to augment goal formation; post-conference coaching to assist with application of learnings; and a second 360° review (optional) to track results three months after the conference.

**PRICES** Applications available for a limited number of **need-based training scholarships**. To inquire about partial scholarships, email: [scholarships@withinbetweenamong.com](mailto:scholarships@withinbetweenamong.com)

*"The day I returned... I was in a situation with a frustrated and angry co-worker... I quickly diffused the situation using skills I learned at the conference..."*

**MANAGEMENT LEADERSHIP FOR TOMORROW PARTICIPANT 2004**

*"As an Asian Muslim, cross-cultural issues crop up in my work life all the time. I learned to use them to strengthen relationships and enhance my own success instead of avoiding."*

**ENTREPRENEUR AND BUSINESS OWNER**

*"I worried that I'd get attacked at Effective Influence [as a majority group member]. That didn't happen. Two years later I'm still grateful for the skills that help me keep things productive when conflicts arise with colleagues, supervisors, even clients."*

**MENTAL HEALTH PROFESSIONAL, MUNICIPAL HOSPITAL**

Executive package: \$3500

**Private room** as availability lasts, beachfront location

**40+ training hours**

**1 Executive coach hour pre-conference** to aid with goal formation

**4 Executive coach hours post-conference** to aid with take-away application

**2 360° feedback reviews from colleagues**, pre- and post- conference

Manager's package: \$2900

**Shared room**, beachfront location

**40+ training hours**

**1 Executive coach hour pre-conference** to aid with goal formation

**4 Executive coach hours post-conference** to aid with take-away application

**360° feedback reviews from colleagues**, pre-conference

Standard package: \$2075 (for-profit) & \$1275 (non-sponsored / non-profit employer)

**40+ training hours**

**1 Executive coach hour pre-conference** to aid with goal formation

**Shared room**, beachfront location

## SELECTED CLIENTS:



*"I always hated... 'scripted' touchy feely communications. Now I've gained something better: skills without scripts, and... I know when to use them."*

**HEALTHCARE PROFESSIONAL**

## JANUARY 2014 CONFERENCE TRAINING STAFF



**Freeman Barnes**

**Judith Noel**

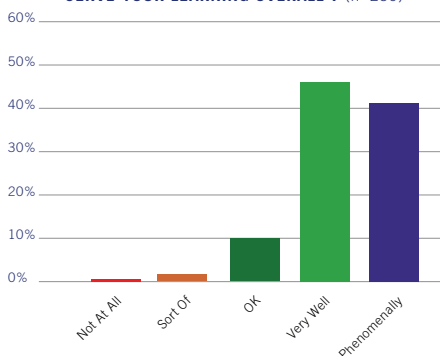
**Leslie Chin**

**Jay Seiff-Haron**

**Dorothy Tucker**

**George Soto**

**HOW WELL DID EFFECTIVE INFLUENCE SERVE YOUR LEARNING OVERALL ? (n=250)**



Write to [info@withinbetweenamong.com](mailto:info@withinbetweenamong.com) with questions or to request scholarship application.