



Team Effectiveness

"I've been in the training industry for 20 years and I'm convinced this is the best program I've ever seen!"
 Yvon Dray, Director of Training for Operations, Alcatel, Mexico City.

Building a Winning Team

The key to effective and harmonious teams, durable results and creative problem solving is trust. Trust forges cohesive teams where members work more productively together, supporting each other to meet deadlines and achieve the common goal. This program provides you and your team members with the skills and tools for communicating more effectively through mutual understanding and trust, in any type of business or social situation. The program will provide:

- **Insight into how your team members perceive your communication and behavioural style**
- **Understanding into the specific contributions and motivations of each team members, and the factors that will foster cooperation**
- **Skills to build trust within teams and to project empathy**
- **Capacity to deal effectively with relationship tensions and situations involving change, as a team**
- **Understanding of the strategies that lead to individual achievement and team success**
- **The tools and skills to overcome common team failures such as missed deadlines, conflict, stress and inefficiency.**

The Persuasive Communication program has been successfully used by over one million people worldwide and has been proven over the past 20 years to be one of the world's most effective communication skills training programs. It will equip you and your team with the people and communication skills that are vital to success in both your work and personal lives.

These new skills are easy to learn and immediately applicable to real-life work challenges. You will receive feedback on how team members perceive your natural communication style, ability to project empathy, and level of interpersonal flexibility. We help you to understand your strengths in trust building, and more importantly, provide the skills to minimise or eliminate any weaknesses.

Key Features

- **360 Degree Feedback.** You select five team members who know you well to complete a profile on how they perceive you as a communicator. This provides powerful self-knowledge and a platform to develop your skills during the program.
- **Unique Measures.** Unlike other tools, Persona's Personal Communicator provides valuable feedback on your empathy and flexibility levels which are key determinants of trust building.
- **Case Study Feature.** A special feature of the Persona program is that you apply your learnings immediately to a real-life situation. We will coach you, and help you to develop a practical plan for communicating more effectively with your chosen person.
- **Actionable.** Emphasis is on acquiring immediately useable, practical skills rather than learning theory.
- **Profiling Tools.** You take away tools that allow you to profile anyone you deal with and understand their needs.
- **Useful Take Home Materials.** Reports and Program materials provide you with complete feedback and information that you can refer to after the workshop.



CASE STUDY: Samsung Data Systems, Korea

- ▶ **Situation:** Samsung Data Systems, Korea, recognised the need to maintain and improve their competitiveness and productivity to sustain growth in the aggressive and innovative market of electronics manufacturing.
- ▶ **Course of Action:** Samsung engaged Persona's Korean partner to develop a program which included Persuading and Influencing Others to show managers how to coordinate more effectively in their workplaces.
- ▶ **Results:** Since implementing the Persona methodologies, Samsung Korea has been able to employ and maintain the highest percentage of internationally certified employees (89%). Employees reported being happier and Samsung reduced employee turnover by 50%. Sales and productivity are also continuously increasing.

In teamwork, interpersonal conflict is the single most frequently cited reason for failure.

Who Should Participate?

- Team members and team leaders
- Organisational departments and divisions
- Management teams, executives and boards of management
- Small and medium organisations and businesses
- Professionals who need to build relationships with others
- Leaders, managers and supervisors who want to be more effective
- Anyone who wants to communicate more effectively with others.

Benefits

Outcomes of this program:

- Learn to better understand, respect and respond to fellow team members' needs
- Improve co-operation, trust and communication effectiveness
- Identify team members whose communication style differs from your own and understand how best to respond and work together
- Use different communication styles in team work
- Respond to and turn around defensive behaviour
- Build empathy and interpersonal flexibility
- Develop team cohesiveness
- Remove roadblocks to team effectiveness
- Ensure team success through personal commitment

Credentials

Researchers at Applied Communication Technology and San Francisco State University have validated Persona's methodology, based on data collected in numerous cultures, including England, Japan, New Zealand, Switzerland, and the United States.

About Us

Dawson McDonald Consulting is the Australian Partner of the internationally recognised Persona Glob group, that offers business solutions to organisations throughout more than 70 countries. Company Principals, John Dawson and Carmel McDonald have been recruiting, consulting, training and coaching for Australian businesses for over a decade, following extensive industry experience.

About Persona

Persona Global is a worldwide provider of learning, development and assessment tools and methodologies for organisations facing challenges in change leadership, communication, organisational alignment, sales, customer service, and management.

Corporations that have benefited from Persona Programs include:

General Electric	Microsoft	Exxon Mobil
Pfizer	Xerox	Applied Materials
BMW	Vodafone	British Airways
Mitsubishi	Dell Computer	Japan Airlines
Disney	IBM	Credit Suisse
Coca Cola	Alcatel	American Express
Hitachi	Motorola	Sony Music Entertainment



Dawson McDonald Consulting
PEOPLE ► PERFORMANCE ► ALIGNMENT

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