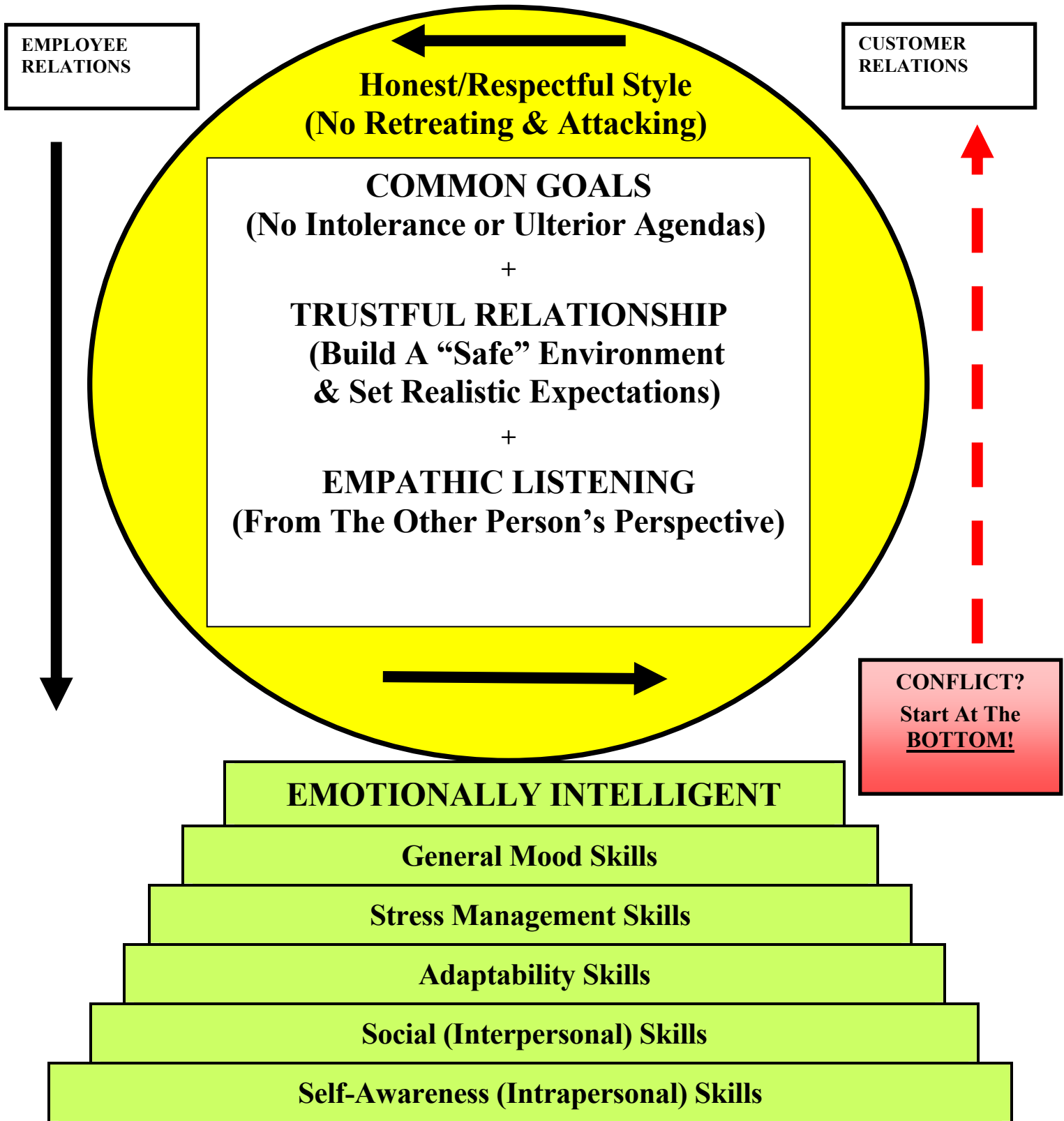


E.I. COMMUNICATION MODEL



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EMOTIONAL INTELLIGENCE, TOLERANCE & DIVERSITY FOR WHITE GUYS ...AND OTHER HUMAN BEINGS

(Understanding The Neurology of Emotions and Intolerance)

This “Diversity/Tolerance” program is a “Skill-Based” program. Rather than focusing on a few isolated cultures, which is the typical approach to “diversity” training, this program focuses on building skills. Far too often, we bring our people in and teach them about the differences in age, race, religion, sex and so on. However, what happens when they encounter someone from Japan? Do they say, “Oh, I’m sorry ... I haven’t had that class yet.”

This program is very different from all other Tolerance and Diversity programs because it focuses on building the Emotional Intelligence and Communication skills we all need whenever we encounter someone who is different from us or disagrees with us. When you are “armed” with EI Communication Skills, you will be able to communicate with anyone. As a result, it does not matter who you encounter. You will be better able to remain in control of yourself in order to diffuse and resolve the conflict.

First, this program is designed to teach you how to become a more “Emotionally Intelligent” person, which is the ability to better control your “Emotions” and “Ego.” The better able you are to remain in control of your emotions and ego then the better prepared you will be to communicate with anyone you encounter who disagrees with you or is different from you, which we refer to as “Diversity” or “Diversity of Ideas.” This program looks at the concept of “Diversity” as being a “Diversity of Ideas” because we humans tend to lose control of ourselves emotionally when others dare to disagree with us.

If you are able to master this self-control, then you will be able to use the skills of communication, which makes you an “Emotionally Intelligent Communicator.” Others refer to this skill set as “Verbal Jujitsu.”

In order to understand how our emotions and egos actually work, this program takes an in-depth look at the “Neuroscience of Emotions.” By the end of the program, you will know why we humans react the way we do to certain situations. As a result, not only will you be much better equipped to control yourself, but you will also know how to keep others off the defensive and build cooperation.

This program is unlike any other because:

- It is based upon building specific “**SKILLS**” rather than looking at isolated cultures, which then makes the cultural programming you do more acceptable to your employee since they would be more Emotionally Intelligent and focused on others rather than themselves and
- It takes an in-depth look at what makes us “tick” from a physiological and neurological standpoint which makes understanding how to gain better control over ourselves much more concrete.

The ultimate goal of this program:

Prepare your people to better diffuse and resolve any type of conflict they encounter with anyone they encounter.

Program Sections

In the following pages, I have outlined the primary learning objectives, or “take aways,” for each section of the program. There are basically five parts to this training.

1. Understanding Emotional Intelligence, Tolerance & Diversity

In this first section, we define Emotional Intelligence, Tolerance and Diversity for you and show you how these areas all interact with one another. You are then shown how mastering these “EI Communication” skills will determine 70% to 80% of how successful you will be in every aspect of your life, both personally and professionally.

You will understand why these “EI Communication” skills are the most important set of skills you will ever learn in order to succeed in our society ... even more than your technical training or advanced degrees and certifications.

We also review much of the “Neuroscience of Emotions and Learning” in this section. You will learn why we humans react the way they do to certain situations, how the human brain learns new skills and why their level of Emotional Intelligence is the #1 factor determining your health.

Therefore, your demographics do not make any difference. All that matters is that you are “human.”

2. Emotional Intelligence & Honest Respectful Communication

In this section, we introduce the “Three Styles of Communication,” which includes Retreat Style, Attack Style and Honest Respectful Style of Communication. (Guess which one works.)

The take away from this session is to be able to identify and differentiate between Retreat, Attack and Honest Respectful Communication Styles. You will also understand why using an Honest Respectful Style of Communication is the only way to sustain and preserve relationships, which builds “Trust.” You will also see the destructive nature of using a Retreat and Attack Style of Communication, even though these are the two most common styles used by humans.

You will then learn what it means to be an “honest” person ... which most of us are not. Most people are liars because they tend to “Retreat” whenever they encounter a conflict, which tends to make them “passive aggressives” and “gossip” about others behind their backs. In this program, attendees are taught how to seek others out and confront and resolve conflicts with others ... regardless of the source of the conflict. Attendees will also learn how “passive aggressive” people will absolutely destroy your environment ... as well as all of the relationships in their lives.

You will then learn *specifically* what it means to be “respectful” to others when you communicate. Far too many people try to be respectful in their communication, but end up only “dancing” around and “sugar coating” the topic. In the end, their main point becomes so “diluted” that the real message never gets delivered and the sender comes across as being indecisive, weak and less than competent.

In this section, you will learn how to “Tee Up” highly emotional disputes by first using the skill of “Parroting,” which is repeating back to the other person their point of view to their satisfaction, and then by giving “Rewards” to the other person, which is validating the other person’s opinion. These two skills are what we use to show “respect.”

This section concludes by defining what “hypersensitivity” is and how to disarm hypersensitive people.

3. Common Goals and Common Understanding

In this section, you will learn how “Win-Win” solutions are found by revealing our common goals and common ground. Far too often, we enter into “Win-Lose” situations because our emotions take over and the common solutions are never seen.

Further, focusing on our common goals keeps everyone focused on where both you and the organization are going.

This section then looks at how our intolerance of others gives us ulterior agendas that destroy our goals. We hear our intolerance come out when we “objectify” others. This phenomenon of objectifying others in order to degrade and dehumanize them is what Martin Buber, the Austrian philosopher, referred to as changing people from a “You” to an “It.”

“Intolerance” or “bigotry” occurs whenever I “objectify” or “label” you, which means I view you as an object and not as a human being. It is easy to spot when we do this by the words that come out of our mouths. We typically objectify each other by saying things like:

- ◆ “All those people are drunks”
- ◆ “Those people sure are stupid”
- ◆ “They are nothing but animals”
- ◆ “All those managers are the same...”
- ◆ “All those employees are the same...”

The danger here is whenever I “objectify” you, or “dehumanize” you, then I can do all kinds of terrible things to you with no remorse. Why? Because you are no longer a human being to me. You are just a “dog” or an “animal” or worse. I don’t have to worry about your feelings because *you don’t have any feelings*. This opens the door to rationalized bullying and bigotry ... which leads to our ulterior agendas that take our eye off of our goals.

This section is particularly important because this is where we get the “us and them” mentality between management and labor, which then leads to low morale, high turnover, unionization, etc.

We also look at the intolerance that lives in our “amygdalae,” or our subconscious. It is important to know what is in your subconscious so it will not rear up to “bite” you later.

4. Trust Building and EI

In this section, we look at Emotional Intelligence and the steps involved in building trust. A vital part of this class is looking at the relationship between trust and teambuilding.

The take away from this section is for you to understand that you need to *specifically* do to build trust with each other and their staffs. Attendees will learn that “trust” is actually built through “conflict.” As we engage in Honest Respectful conflict, we build “trust,” which means:

- **You know that I do not mean to cause you any harm and**
- **You know that I am capable of helping you.**

In the end, I see that I can disagree with you ... and that is OK. “Trust” is therefore vital for any organization to survive. Without trust you couldn’t take a pill. You couldn’t fill up your car with gasoline. You couldn’t shop at the grocery store. You couldn’t eat a meal. You couldn’t go to sleep. You could live.

In this regard, trust is like “air.” You don’t notice it until it is gone, but once it is gone, you will die unless you get it back. “TRUST” is as vital to our survival, success and happiness as “AIR.”

All of the other sections of this program work toward building “trust.”

5. Empathic Listening and EI

In this section, we look at how to engage in Empathic Listening, which is basically “Active Listening,” but it goes one step further. With Empathic Listening, we also look at the situation from the *other* person’s perspective. Of course, in order for you to better understand why “empathy” for others is a skill, we will look at what happens in our brains when we “empathize” with someone else:

**It develops our “mirror neurons ... and the more we use them,
the more developed they will become.”**

We will also look in this section at how to “disarm” an angry opponent, which is your critical “first move” in “Verbal Jujitsu.” We will then look at how FedEx uses this skill to diffuse angry customers in less than one minute. This is a major reason why FedEx is thriving today and DHL went under.

We will then look at another Verbal Jujitsu move to use in tense conversations:

**Not LECTURING or ADVISING, but instead making
CONFIRMING STATEMENTS & ASKING QUESTIONS.**

It is important for everyone to understand that learning the Emotionally Intelligent Communication Model is *not* a new program. Instead, this is simply a better way of doing what they are already doing ... only *much* better. In other words, the Emotionally Intelligent Communication skills will form the basis of how you will communicate with everyone from now on ... regardless of their demographics.

We all encounter people who are different from us and disagree with us. The EI Communication or Verbal Jujitsu skills you learn in this class will enable you to diffuse these situations much more easily.

After the training session is over, the attendees are given the password to read the narrative version of this program, which is my book, “Emotional Intelligence, Tolerance and Diversity for White Guys ... And Other Human Beings.” (If you want to review this book as well, just go to my website at www.scottwarrick.com and go to the bottom of the home page. The password to get into the book is “lincoln”.)

Integrating this program into your culture after the training is over is a critical step in making sure these skills are actually transferred back into the workplace. I have therefore drafted an entire chapter in the book entitled, “**INTEGRATING EI COMMUNICATION SKILLS INTO YOUR ORGANIZATION.**” This chapter outlines what is required to make this transference from the classroom to the workplace.

Also, after the training is over, all of the attendees are given the attached “EI Skills Check Sheet.” If people are going to remember these skills and use them, they have to be simple. This one page “check sheet” is what the entire training boils down to when it is all over. If anything ever goes wrong in one of our communications or in our relationships, it was something on this sheet that failed. In that sense, the model is really a “diagnostic tool.”

In the end, this program teaches humans how become “Emotionally Intelligent Communicators,” which enables them to better diffuse and resolve conflicts with anyone ... regardless of the reason for the disagreement.