



Perception Profiling



Training Brochure 2019

From unconscious to conscious

We

would like to introduce our 'Better Perceptions Better...' range of courses. Our curriculum has been designed to take you from the foundations of perception through to an advanced set of tools and techniques to use perceptual processing as a better leader. If you become an expert in how your perceptions can help you in specific situations, you can take things to a whole new level. A level where mastery gives competitive advantage. We hope you enjoy what we have on offer and look forward to seeing you on one of our courses soon.



Better Perceptions Better...

LEADERSHIP

Better Perceptions Better...
RESULTS



Better Perceptions Better...

SALES



Better Perceptions Less...

BIAS



Better Perceptions Better...

NEGOTIATIONS



Better Perceptions Better...

SERVICE



Perception
Profiling

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Principal Consultant
Learning & Development



Better Perceptions Better...

RESULTS

It all starts with a Perception Profile Assessment. That one simple act can start a journey of self-discovery that will last a lifetime. Understanding your Perception Profile gives you a great insight into yourself and your view of the world.

We created our Better Perceptions Better Results training as a starting point to help people understand perception. It is our essential one day course introducing the neuroscience of perception and the key concept of Perception Filters.

Designed to be either a stand alone foundation or an introductory course before moving onto our skills specific and leadership courses, it is truly unique and has a profound effect on those who attend.

AS AN INDIVIDUAL

In

a busy workplace there's plenty of room to miss important signals. We have designed our range of 'Better Perceptions Better...' perceptual skills courses to give professionals and the companies they work for a competitive advantage. Whether that's specific to a field like sales or in a more general sense working across teams to reduce bias, we can get you the results you need.



Better Perceptions Better...

SALES



Better Perceptions Less...

BIAS



Better Perceptions Better...

NEGOTIATIONS



Better Perceptions Better...

SERVICE

AS A PROFESSIONAL



Better Perceptions Better...

LEADERSHIP

As

a leader, one of the biggest challenges is getting people to move in the same direction at the same pace at the same time. Successful leaders manage conflicting views and diverse perceptions of the challenges their teams face with a skill and grace that others observe in awe.

With our Better Perceptions Better Leadership training we help leaders at all levels get their team onto the same page. We provide a unique 'Leadership Toolkit' that enables team cohesion with agreed 'Common Truths' and a clarity of communication that encourages trust. A team is not just a group of people who simply work together; it is a group of people who trust each other. Shared perceptions build trust.

AS A LEADER

Better Perceptions Better...RESULTS

What's It About?

The essential one day course introducing the neuroscience of perception and the key concept of Perception Filters.

Who's It For?

This course is intended for individuals and teams who want to harness the power of perception to improve their performance and outcomes. No prior knowledge of perception theory is necessary, however, all delegates must complete their online perceptual assessment and have read through their Perception Profile prior to attending (profiles are priced separately). This course is the essential prerequisite for those wishing to attend the domain specific courses on perception and sales, unconscious bias, negotiation, customer service and/or leadership.

What You Will Get From This Course

- A working knowledge of the powerful process of perception
- A detailed understanding of your own perception filters and how these can be used to enhance your cognitive, interpersonal and professional skills
- A new found confidence in your ability to challenge your own and other people's limiting assumptions and perceptions
- A vocabulary to enable more effective communication around perception and bias
- Experience of how understanding your perceptions can improve your ability to read ANY situation
- The ability to process situations together with others using perception theory to arrive at a shared **Best Common Truth**®
- A 'Foundation Perception Toolkit' to help build better relationships using questions, feedback and reflection.

Provided on The Course

- Facilitator led, fully interactive training day
- Group dashboard - An attendee group dashboard will be used during the course. This provides a team comparison example
- Delegate Workbook
- Refreshments and lunch.

Available Afterwards

- 1:1 Debrief Sessions - Optional individual debriefs will be offered AFTER the course within a given timeframe to allow for specific individual questions not addressed on the course
- Foundation Perception Toolkit - A range of resources available only to course delegates, designed to maximise the skills learnt during the course.

Duration & Price

- 1 day - 0900-1700 hrs (allowing 45 minutes for lunch and 2 x 15 minute breaks)
- Price per delegate £249.00 + VAT for Public Course Attendance
- Public scheduled and private in-house courses are available.

Better Perceptions Better...**SALES**

What's It About?

Take an experienced salesperson, give them fresh insight and skills around perception. Stand back and watch them up their game in both quality and volume of closed deals.

Who's It For?

This course is intended for professional salespeople and sales teams who wish to harness the power of perception to improve their sales capabilities. It is assumed that delegates will already have a background in sales (face-to-face or telesales). To attend this course you must have taken the Perception Profile Assessment and have completed the Better Perceptions Better...RESULTS training course.

What You Will Get From This Course

- An enhanced knowledge building on the perception basics learned in the *Better Perceptions...Better Results* course with specific sales related tools, techniques and skills
- A structured method for reviewing interactions with prospects and clients ensuring you don't miss out on vital cues and information to help close a sale
- An invaluable insight into how unseen perception based blockers can stall the sales process and how to manage them out or minimise their impact on the sales process
- The ability to optimise your approach when on the telephone or face-to-face and in providing written information to prospects
- An exciting overview of how the perceptual strengths of individuals can be used to get better team results
- An advanced toolkit to enable better understanding of why a sale was won or lost and what can be done better next time.

Provided on The Course

- Facilitator led, fully interactive training day
- Scenarios and example situations for delegates to practice their skills with each other
- Delegate Workbook
- Refreshments and lunch.

Available Afterwards

- Email and telephone support for 90 days after the course
- Sales Perception Toolkit - Specific reflective tools aimed at helping a salesperson to embed their new knowledge and skills as part of their day-to-day work
- Sales Managers may wish to consider attending the Better Perceptions...Better Leadership course.

Duration & Price

- 1 day - 0900-1700 hrs (allowing 45 minutes for lunch and 2 x 15 minute breaks)
- Price per delegate £249.00 + VAT for public course attendance
- Public scheduled and private in-house courses are available.

Better Perceptions Less...BIAS

What's It About?

It is hard to avoid the topic of unconscious bias in a world where diversity is paramount. Using the seven Perception Filters we can help your team transform their thinking.

Who's It For?

This course is for anyone wanting to use their knowledge of perception to disrupt bias in the workplace. We want to move the conversation forward from 'unconscious bias' to 'conscious inclusion' and challenge delegates to take a more active role in disrupting bias. To attend this course you must have taken the Perception Profile Assessment and have completed the Better Perceptions Better...RESULTS training course.

What You Will Get From This Course

- An enhanced knowledge building on the basics learned in the *Better Perceptions...Better Results* course focused on challenging bias and promoting inclusion
- A better and more memorable experience of 'unconscious bias' training which will enable heightened self-awareness and continuing engagement
- An exciting new approach to diversity and understanding what a diverse team **REALLY** looks like
- A vocabulary to enable more effective communication around unconscious bias and conscious inclusion
- The ability to overcome bias together with others using perception theory to arrive at a shared **Best Common Truth**®
- A professional perception and bias toolkit to enable genuine reflection and practical challenges to internalised bias.

Provided on The Course

- Facilitator led, fully interactive training day
- Group dashboard - An attendee group dashboard will be used during the course. This provides a team comparison example.
- Workbooks
- Refreshments and lunch.

Available Afterwards

- Email and telephone support for 90 days after the course
- Bias and Perception Toolkit - Specific reflective tools aimed at helping a delegate to embed their new knowledge and skills as part of their day-to-day work
- Delegates may wish to consider attending the Better Perceptions... Better Leadership course.

Duration & Price

- 1 day - 0900-1700 hrs (allowing 45 minutes for lunch and 2 x 15 minute breaks)
- Price per delegate £249.00 + VAT for public course attendance
- Public scheduled and private in-house courses are available.

Better Perceptions Better...NEGOTIATIONS

What's It About?

Missing a vital 'clue' can mean failed negotiations. We can give you a unique way of assessing situations and creating better negotiated outcomes.

Who's It For?

This course is intended for skilled negotiators from any background who want a new level of insight into how perception informs decision making. We won't teach you how to negotiate but we will teach you how to better observe and absorb situational clues to give you an advantage. To attend this course you must have taken the Perception Profile Assessment and have completed the Better Perceptions Better...RESULTS training course.

What You Will Get From This Course

- An enhanced knowledge building on the perception basics learned in the *Better Perceptions...Better Results* course with specific emphasis on situational awareness aimed at improving your negotiation capabilities
- A detailed understanding of how perceptual biases can impact effective communication and influence outcomes in your negotiations
- The ability to capitalise on your perceptual strengths whilst recognising and responding to those of others in order to arrive at a **Best Common Truth®** based solution
- The ability to achieve agreement on the facts and truth of a situation even when both elements appear to be in conflict
- Practical experience of working collaboratively in order to get better team results
- A professional perception toolkit to enhance negotiation skills using questions, feedback and reflection.

Provided on The Course

- Facilitator led, fully interactive training day
- Group dashboard - An attendee group dashboard will be used during the course. This provides a team comparison example.
- Workbooks
- Refreshments and lunch.

Available Afterwards

- Email and telephone support for 90 days after the course
- Negotiation Perception Toolkit - Specific reflective tools aimed at helping a delegate to embed their new knowledge and skills as part of their day-to-day work
- Delegates may wish to consider attending the Better Perceptions...Better Leadership course.

Duration & Price

- 1 day - 0900-1700 hrs (allowing 45 minutes for lunch and 2 x 15 minute breaks)
- Price per delegate £249.00 + VAT for public course attendance
- Public scheduled and private in-house courses are available.

Better Perceptions Better...SERVICE

What's It About?

Take your customer service expertise to the next level using perceptual skills to break down barriers. Get to the root of customer issues quicker and with better results.

Who's It For?

This course is intended for anyone whose priority is excellence in customer services. Delegates from any industry can learn to harness the power of perception to improve their customer relationships and quickly build trust. To attend this course you must have taken the Perception Profile Assessment and have completed the Better Perceptions Better...RESULTS training course.

What You Will Get From This Course

- An enhanced knowledge building on the basics learned in the *Better Perceptions...Better Results* course with specific customer service related tools, techniques and skills
- An increased level of self-awareness enabling an even more positive attitude and approach to customer service
- A new appreciation of the perceptual challenges experienced by customers and how to transform these into opportunities to build trust and customer loyalty
- The ability to optimise your approach when on the telephone or face-to-face with customers
- The ability to use perception to build strong relationships quickly with customers and within the customer services team
- A professional perception toolkit to enhance customer service skills using questions, feedback and reflection.

Provided on The Course

- Facilitator led, fully interactive training day
- Group dashboard - An attendee group dashboard will be used during the course. This provides a team comparison example
- Workbooks
- Refreshments and lunch.

Available Afterwards

- Email and telephone support for 90 days after the course
- Customer Perception Toolkit - Specific reflective tools aimed at helping a delegate to embed their new knowledge and skills as part of their day-to-day work
- Delegates may wish to consider attending the Better Perceptions...Better Leadership course.

Duration & Price

- 1 day - 0900-1700 hrs (allowing 45 minutes for lunch and 2 x 15 minute breaks)
- Price per delegate £249.00 + VAT for public course attendance
- Public scheduled and private in-house courses are available.

Better Perceptions Better...LEADERSHIP

What's It About?

Getting the most from what you've learned.
How to get your team and others you work with speaking the language of perception and using the tools available to them.

Who's It For?

Our advanced course for leaders at any level who want to encourage their teams to make the perceptual process a key part of their daily lives. You may be considering profiling your team and want the skills to support them afterwards as they start to use their new knowledge and tools. To attend this course you must have taken the Perception Profile Assessment and have completed the Better Perceptions Better...RESULTS training course.

What You Will Get From This Course

- Advanced training in how to get your team using the language of perception and the **Common Truth Model®** in their day-to-day activities and interactions
- A framework for checking and challenging your own perceptions when undertaking appraisals with your team members
- The language and ability to challenge your team members in a non-confrontational way regarding their perceptions of any situation
- Greater clarity and confidence in your communication with anybody who needs to 'get your message'
- An approach that allows you to help teams become unstuck when they aren't delivering because of perceived conflict
- How to create a team with diverse perceptual skills who get the best possible use of those skills when working for you
- An advanced perception toolkit to enhance leadership skills using questions, feedback and reflection.

Provided on The Course

- Group dashboard - An attendee group dashboard will be used during the course. This will be used to create leadership challenge scenarios and role play exercises
- Team Challenges Card Deck to be used to embed perceptual reflection and practices within your team
- Refreshments and lunch.

Available Afterwards

- Email and telephone support for 120 days after the course
- Leadership Perception Toolkit - Specific reflective tools aimed at helping you to consolidate your knowledge and skills and embed them within your team
- You may wish to consider talking to us about becoming a fully accredited Perception Profiling Practitioner.

Duration & Price

- 1 day - 0900-1700 hrs (allowing 45 minutes for lunch and 2 x 15 minute breaks)
- Price per delegate £399.00 + VAT for public course attendance
- Public scheduled and private in-house courses are available.

FREQUENTLY ASKED QUESTIONS

ABOUT OUR COURSES

Why do I need a Perception Profile to be able to attend your course? Your Perception Profile forms the core of your learning experience and the basis of your Perception Toolkit. Without knowing your own perceptual model of the world many elements of the course won't make sense.

Do I have to follow the learning pathway you've outlined? Everybody starts with the "Better Results" course as that's our foundation course. After that we have optional follow on training aimed at specific disciplines. Our leadership course can be taken straight after the "Better Results" course and is aimed at leaders who wish to use Perception Profiling within their teams. Some people decide to do all of our courses as they have multiple facets to their role.

Can you run a private course for my company? YES! We often work with organisations that want us to tailor some of our content to make it specific to their environment. Contact us to discuss what you need.

Can more than one person from my company attend your public courses? YES! We often have 3 or 4 people from an organisation attending a public course. As we have 15 spaces available on each course, they will get to meet people from other organisations and backgrounds.

When is the next course I can attend? We publish our current course schedule on our web site at www.perceptionprofiling.com

ABOUT PERCEPTION PROFILING

I already know my personality type, why do I need another profile? You may be familiar with some of the assessments that deal with personality theory such as Belbin, DISC and Myers Briggs. Our system is based on perception theory which looks at how you see the world; it is essentially input focussed. Personality theory on the other hand, deals with your intrinsic character and what you deliver out to the world.

We see perception theory and personality theory as having an equal and complementary role to play in helping anybody who wants to have the best possible interactions they can with the people around them.

Perception Profiling uses seven Perception Filters to describe the lenses through which we see our reality. Everybody uses these seven filters. What differs in each of us is the way we combine them to formulate our view of situations we find ourselves in. We believe that knowing your filters will change your outlook, your relationships and your working life.

Is your system based on proper science? Perception Profiling has been developed over nearly a decade in collaboration with academics from three universities, a statistician and a language specialist. We have a significant number of respondents in our database. Our growing reference library has hundreds of peer reviewed research papers on perception. We believe in continuing research to improve what we offer to our clients.

We are happy to answer any questions about any aspect of our training, or about Perception Profiling. Our contact details can be found on the back cover of this brochure.



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Please note this has been designed as an electronic brochure. If you would like a printed copy please contact us.

Perception
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