



Seminar Description:

“You are responsible for the memory you leave behind”



Training Requirements:

The intense competition in the Cypriot market, in conjunction with the current challenging economic situation reinforces the need for distinction from their competitors amongst the majority of Cypriot companies. In addition, the encouragement of positive personalities together with efficiency in every company and group becomes essential in contributing to the performance of the company; this means that the company can pass through the crisis intact as well as set its course for better personal and professional development.

Training Objectives:

- Knowing the basis of the theory of distinction and the way to transform theory into practice
- Learning to use body language, in addition to words and expressions, to enable efficiency, capability and persuasion
- Learning how to handle disputes and complaints when they arise
- Using the foundation of the E+R=O (Event + Response = Outcome) formula in order to deal with situations in the appropriate way to ensure the most beneficial result both for the company and the individual



The seminar is aimed at:

- Managers across various departments, including human resources
- Sales managers
- Sales personnel
- Public relations, marketing and advertising professionals, as well as developers and consultants

Means and Methods of Training:

- Lecture, demonstration, group work and practical applications

Seminar Language:

- The seminar language can be conducted either in Greek or in English



SEMINAR TIMETABLE

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Session times *		Duration*	Content Details (Includes theoretical and practical applications)	Instructor
Start	Finish	(hours, minutes)		
09:00	09:45	0.45	Session 1 <u>Distinction</u> <ul style="list-style-type: none"> • What is distinction? • Why should we be distinctive as people? • Examples of companies and people who have managed to use being distinctive to their benefit. 	Michael R. Virardi
09:45	11:00	1.15	Session 2 <u>How to think positively (PMA: Positive Mental Attitude)</u> <ul style="list-style-type: none"> • The power of thought in our brain's functioning; how the right hemisphere of our brain, known as the conscious mind, obeys the commands it is given • The law of attraction • The formula of E+R=O (Event + Response = Outcome) - case study based on this formula 	Michael R. Virardi
11:00	11:15	0.15	BREAK	
11:15	12:15	1.00	Session 3 <u>Positive and negative words and expressions</u> <u>The effect of words on outcome. What we say and what others hear</u> <ul style="list-style-type: none"> • Words and expressions to avoid and those to use instead • The power of being good listeners • Using the tone and range of your voice • How to win others over in the first 10 seconds 	Michael R. Virardi
12:15	13:15	1.00	Session 4 <u>Analyzing Maslow's Hierarchy of Needs</u> Maslow's Hierarchy of Needs. How the Hierarchy of Needs as defined by renowned psychologist Abraham Maslow can help us better understand individuals and their needs.	Michael R. Virardi



13:15	14:15	1.00	LUNCH	
14:15	15:15	1.00	Session 5 <u>Body language and how it can affect interpersonal relationships in the workplace</u> <ul style="list-style-type: none"> • What is body language? • What role does non-verbal communication play in interpersonal relationships? (posture, eye contact, gestures, facial expression) • How should we handle intuition in interpersonal relationships? • What role does the comfort zone play for everyone? 	Michael R. Virardi
15:15	16:15	1.00	Session 6 <u>Case study</u> <ul style="list-style-type: none"> • Case study analysis where participants can better understand the why and how of distinction 	Michael R. Virardi
16:15	16:30	0.15	BREAK	
16:30	17:30	1.00	Session 7 <u>Handling disputes and complaints</u> <ul style="list-style-type: none"> • What is a dispute and how does it change when it's not handled in time? • The most common disputes which arise in every company/ organization • How to deal with a dispute in an appropriate and effective way where the right approach can ultimately lead to a sale • What is a complaint and how we can handle it effectively to benefit our organization? 	Michael R. Virardi

Total time of instruction ***

7:00

To make a booking or get more information, please contact Christine S. Antoniou: (tel.) +357 25811511, (fax) +357 25375118, (e-mail) christine@michaelvirardi.com (e-mail) ask@michaelvirardi.com.