

VBA Communication Overview



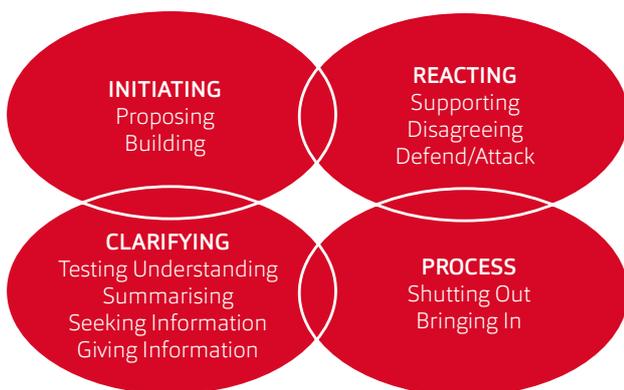
VBA Communication

Wherever You Work, it may Not be Working

Whether we interact mainly with colleagues, bosses, customers, pupils, suppliers, regulatory authorities, the general public, service users, or the teams we lead – the fact is, we could all do it better. We know that personality types are more or less fixed, and that they will dictate, to some extent, the nature of the conversations and relationships we have in and around the workplace. But the verbal behaviours we use in each interaction aren't fixed or predetermined. They can be improved, and so the results we see in our professional lives can be improved as well.

Verbal Behaviour Analysis (VBA) is the research and training methodology that underpins all Huthwaite programmes and aims to give you the skills to behave as closely as possible to our validated models of successful people achieving successful outcomes.

Consistent research and practice over the past 40 years have demonstrated, in action, that the verbal behaviours people use in commercial and internal interactions significantly affect the outcome. VBA focuses on the skills around an objective measure of progress, increases the self-awareness of the practitioners, and correlates strongly to successful results.



We Help You to Address Issues Like These:

- “Our management team meetings tend to be unfocused and achieve little”
- “Discussions over resource allocation are always win-lose – we don't seem to be able to find common ground even though we work for the same organisation”
- “People react to criticism personally, not objectively”
- “Managers have an old-fashioned, macho attitude to getting things done their way, without considering the effect their words are having on actually achieving the best outcome”
- “Innovation and progress happen too slowly for us to improve, and so we don't meet our commitments to stakeholders”
- “An atmosphere of conflict causes us to lose our best and brightest people”
- “We need to persuade people to get behind a major change programme – we need to create a consensus”
- “When we assess people, we don't always get an accurate picture of how they would behave in real situations.”

By delivering a set of essential verbal communication skills that enables individuals to become aware of their own personal style and its potential impact on others. Your people will become consciously, then unconsciously, skilled at managing the way they interact with others, thereby moving more effectively to outcomes that are in everybody's interest – not least, those of your organisation. Not only that, but they'll get to put those skills to work there and then on real-life communication challenges that they bring into the workshop with them.

This will give you;

- a common language, and core communication skills and tools that can quickly come to pervade your organisation with clarity and precision
- a platform for other specific, action-based skill sets that are based around VBA – such as: how to play your part in effective meetings; how to persuade them and influence them strategically; or how to handle difficult people.



It was enlightening to be able to identify the different attributes of the people in a room. Learning how to be able to interact with each individual to get the best out of them and how to contribute to get the best from a meeting is invaluable. I found the Behaviour Analysis fascinating. Understanding how to structure your input and manage your own contributions and those of others, to achieve a positive outcome is really beneficial.

Ian Gaitley, Head of Sales at Net Evidence



Programme Overview

The Huthwaite VBA Communication programme is aimed at anyone whose professional life involves making a case to others, finding solutions to problems in a group setting, handling potentially contentious issues or people, building and managing a successful team. The programme provides insight into the underlying research, a full first-hand understanding of the verbal behaviour categories and their application. And because the event aims to resolve participants' actual, current real-case problems there and then, it is though they're not taking time away from the job to attend.

Objectives

By the end of the VBA Communication programme participants will;

- have analysed the strengths and weaknesses of their present interactive style for persuading and influencing
- be able to recognise the main VBA categories and understand how best to use them
- have applied the behaviours in simulations with the other participants
- have used the behaviours to solve their actual real-world challenges
- be able to choose which behaviours to change in order to be more effective in communicating
- appreciate that flexibility within a group dynamic is important
- have insights about taking risks
- have an increased awareness of the different messages emerging from their style of communication
- be able to contribute to faster, more effective and more profitable progress within their company or other organisation.

Content - day one

- Raising awareness of self and others
- How to work co-operatively rather than competitively

- Introduction to Persuasion
- The principle of verbal communication skills, including elements such as Trust, Power, Common Ground, and Objective Setting
- Introduction of the Huthwaite Behaviour Categories: Initiating, Reacting and Clarifying
- Benchmarking participants' current persuasion styles, and how to use them
- Detailed behavioural feedback and improvement pathway for each participant.

Content - day two

The second day of the Improving Communication Skills programme is flexible and depends on the audience and their particular objectives. Here are typical examples of the modules:

- A programme to help your people be more effective at persuading and influencing their colleagues, and people outside the organisation, to see their point of view and act accordingly
- A programme for participants who participate in – and maybe also chair – both formal and informal meetings, to become more effective
- A programme for managers and others who have to deal with people whose behaviour, attitudes and actions make them difficult to work with.

Methodology and practical issues

The programme comprises inputs, exercises with objective feedback, and opportunities for real world application. Participants work in small groups and pairs to gain a practical understanding of the verbal behaviours and how they can be applied in different situations. The VBA Communication programme is delivered by two Huthwaite trainers for a maximum of 12 participants.

Wherever possible, we seek to incorporate into the training the real cases that are affecting your organisation here and now.

Additional training days can be incorporated depending on the number and complexity of the issues you are seeking to resolve.



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